

July/August 2021

The specialist international magazine for theme parks and FECs

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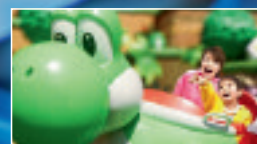
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Getting back on track

Andrew Mellor **Editor**

WITH the recent relaxing of Covid restrictions in many countries and the opening up of entertainment and hospitality venues it would appear, for now at least, that we are heading in the right direction in relation to getting our lives back to somewhere closer to normal after the difficulties of the past 18 months.

For the parks and attractions industry the past few months have seen a gradual reopening of facilities and although we still have to live with reduced capacities and a variety of previously (pre-Covid) unnecessary health and safety measures, which remain imperative in our fight against the pandemic, it is encouraging to see guests returning and venues taking money again. And it's also great to see some of the new rides and attractions that should have opened in 2020 finally making their long awaited debuts this year.

That being said, there are, of course, still many challenges ahead, not least ensuring guests feel safe when visiting a park or other entertainment facility and ensuring staff are kept safe too. There remain some unique challenges to deal with, ones that operators have never had to work with in the past, so I wish everyone concerned well in their endeavours.

In this vein it was interesting to read the results of a recent survey carried out by the UK trade association BALPPA. This was aimed at operating members and explored some of the decisions that they were faced with on July 19 when restrictions in the UK were eased. One question, based on the premise that all restrictions were eased, asked what percentage of attendance venues would operate at and if operators would immediately increase their capacities to pre-Covid levels. 15 per cent said they would, with 11 per cent saying they would stay at the existing 60 per cent level. An overwhelming 73 per cent said they would increase their capacity gradually from July 19.

On the subject of removing barriers, 2m social distancing/spacing and Covid related signage, 68 per cent of respondees were unsure about how to proceed while deciding to leave some of the signage and equipment in situ. 21 per cent said they would leave the latter in place, with just 10 per cent saying they would remove it completely.

On the question of what operators perceived would be their biggest challenge this summer, 32 per cent felt that managing confusion among the public around rules and Covid related messaging would be their biggest challenge. However, the biggest response related to staffing challenges, with 58 per cent saying that the lack of staff and the current rules and regulations around test, trace and isolate meant that it was already proving difficult to recruit and maintain operating teams across the business. At the time of the survey, only 6 per cent felt that product shortages would be higher up the list of challenges for their attractions.

The questions of retaining the use of face coverings and whether or not to put on indoor shows and other events were also on the agenda, so it is very clear that people are acting differently depending on how they read the situation and what they feel is the correct way forward in these different areas. There have certainly been some very difficult decisions to make when reopening and no doubt these will continue for the remainder of the season as what is a constantly changing playing field plays out.

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the continuing problems the industry is facing as a result of the global pandemic

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Calendar

August 11–13

IAAPA Expo Asia 2021, Shanghai New International Expo Centre (SNIEC), Shanghai, CHINA
Contact: International Association of Amusement Parks and Attractions, 4155 West Taft Vineland Road, Orlando, Florida, USA
Tel: +1 321 319 7600
Fax: +1 321 319 7690
Email: iaapa@IAAPA.org
www.iaapa.org/expos/iaapa-expo-asia

September 7–9

Saudi Entertainment and Amusement Expo, Riyadh International Convention and Exhibition Centre, Riyadh, SAUDI ARABIA
Contact: DMG Events
Tel: +96612 6970287
Email: marketing@saudientertainmentandamusement.com
www.saudientertainmentexpo.com

September 9–11

GTI GUANGZHOU 2021, Area A, China Import and Export Fair Pahou Complex, Guangzhou, CHINA
Contact: Haw Ji Co., Ltd./Game Time International
Tel: +86 20 8126 9851
Email: gametime@taiwanslot.com.tw
http://www.gtiexpo.com.tw/cncht/index.php

September 28–30

IAAPA Expo Europe, Barcelona, SPAIN
Contact: International Association of Amusement Parks and Attractions, 4155 West Taft Vineland Road, Orlando, Florida, USA
Tel: +1 321 319 7600
Fax: +1 321 319 7690
Email: iaapa@IAAPA.org
www.iaapa.org/expos/iaapa-expo-europe

October 16–18

CAE Shanghai 2021, Shanghai World Expo Exhibition and Convention Centre, Shanghai, CHINA
Contact: Katie Wang, L&A International Ltd., 6 Penmere Grove, Sale, Cheshire, M33 4FP, UK
Tel: +44 (0)161 610 0022
Email: katie.w@chinaattractionsexpo.org
www.chinaattractionsexpo.org

October 20–22

RAAPA Expo 2021, Pavilion 55, VDNH, Moscow RUSSIA
Contact: RAAPA
Tel: +7 495 234 5233
Email: raapa@raapa.ru
www.raapa.ru

October 19–22

WWA Show 2021, Walt Disney World Resort, Orlando, Florida, USA
Contact: WWA, 8826 Santa Fe Drive, Suite 310, Overland Park, KS 66212, USA
Tel: +1 913 381 6734
Email: patty@waterparks.org
www.waterparks.org

November 10–11

Family Attraction Expo 2021, NEC Birmingham, UK
Contact: 4 Colston Ave., Bristol, BS1 2NT, UK
Tel: +44 (0)117 930 4927
www.familyattractionexpo.co.uk

November 16–19

IAAPA Attractions Expo, Orange County Convention Center, Orlando, Florida, USA
Contact: International Association of Amusement Parks and Attractions, 4155 West Taft Vineland Road, Orlando, Florida, USA
Tel: +1 321 319 7600
Fax: +1 321 319 7690
Email: iaapa@IAAPA.org
www.iaapa.org/expos/iaapa-expo

November 30–December 2

MAPIC, Palais des Festivals, Cannes, FRANCE
Contact: Reed MIDEM, 27 Quai Alphonse Le Gallo, CS 10026 Boulogne, FRANCE
Tel: +33 179 71 95 15
Email: Daniela.jakovljevic@reedmidem.com
www.mapic.com

2022

February 3–5

Atrax '22. 9th International Amusement – Attraction, Park – Recreation Industry and Services Exhibition. Istanbul Expo Centre, Istanbul, TURKEY
Contact: Tureks International Fairs Co.
Tel: +90 212 570 63 05
Email: nergis@tureksfuar.com.tr
www.tureksfuar.com.tr

March 26–28

CAE Beijing 2022, China International Exhibition Centre, Shunyi New Venue, Beijing, CHINA
Contact: Katie Wang, L&A International Ltd., 6 Penmere Grove, Sale, Cheshire, M33 4FP, UK
Tel: +44 (0)161 610 0022
Email: katie.w@chinaattractionsexpo.org
www.chinaattractionsexpo.org


March 28–30

DEAL 2022, Dubai World Trade Centre, Dubai, UAE
Contact: International Expo-Consults (IEC)
Tel: +971 4 343 5777
Email: deal@iecduhai.com
www.dealmiddleeastshow.com

June 8–10

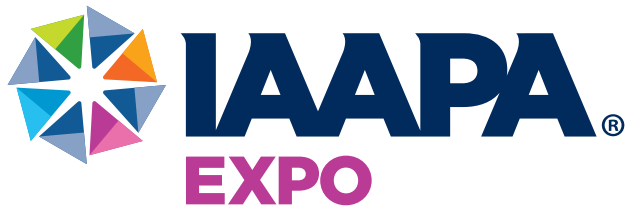
IAAPA Expo Asia 2022, Hong Kong Convention and Exhibition Centre, Hong Kong SAR, CHINA
Contact: International Association of Amusement Parks and Attractions, 4155 West Taft Vineland Road, Orlando, Florida, USA
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As dates sometimes change, please check with organisers before visiting international trade events.

 Additional copies of **InterPark** distributed at these events.

The IAAPA Expo Europe is due to take place in Barcelona, Spain, from September 28 to 30





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All event photos are from 2019.

Cesys unveils new plug-and-play motorbike simulator

CESYS, creators of interactive driving simulators for the attraction and entertainment industries, has unveiled the Cesys Motorbike Sim Lite, a new and immersive biking experience.

The new plug-and-play multi-rider simulator is designed for theme parks and family entertainment centres (FECs). It features up to eight realistic MotoGP bike mock-ups which run simultaneously and combines passive, rider-operated interactions for an authentic and exhilarating experience. The simulator is available with a range of visual system options and the eight-bike experience requires a floor area of approximately 20sq.m.

Cesys general manager, Reinder Holtkamp, commented: "We receive a lot of requests for motorbike simulators, but people want an affordable plug-and-play solution. With the Cesys Motorbike Sim Lite we've stripped out everything that was superfluous or too complex for many FECs and increased the number of seats. What you're left with is an experience that gives you all the thrills and spills of MotoGP racing in a safe way.

"When devising the Motorbike Sim Lite, we identified a gap in the market, between high end solutions and arcade gaming rooms, and it is into this space that this product sits," Holtkamp added.



Vimto Out of Home signs new SLUSH PUPPIE contract

VIMTO Out of Home, supplier of soft drink brands to the attractions, leisure and hospitality industries, has signed a new contract to manage, distribute and sell the SLUSH PUPPIE brand across the UK, Ireland and Europe.

The long-term agreement has been reached with J & J Snack Foods Corp., owners of the SLUSH PUPPIE brand. On relaunch, plans are in place to freshen up and reinvigorate the brand and give the "pup" a new lease of life.

Commenting on the new deal, Nick Yates, commercial director at Vimto Out of Home said: "We are thrilled to welcome SLUSH PUPPIE into the Vimto Out of Home family. SLUSH PUPPIE is a brand that is extremely well-known in the UK and we are delighted to be able to offer our customers an even wider choice of frozen drinks brands.

"We are passionate about frozen drinks and believe that under our care and with our unrivalled expertise in the sector we can help SLUSH PUPPIE reach its full potential in the UK and Europe," Yates added.



BoldMove launches Urban Experience Centre named Houba City

BOLDMOVE Nation, creators of Happier Worlds for leisure, tourist and retail venues, has launched Houba City, a new Urban Experience Centre (UEC) designed to address the needs of the entertainment industry in the wake of the pandemic.

Houba City is home to a series of innovative attractions, including mixed reality, AR and VR. The attractions combine an engaging storyline and characters, designed to immerse guests in a themed environment.

BoldMove launched Houba City in partnership with Mediatoon Licensing, providers of a range of comics and manga for consumer products, theme parks and family entertainment centres.

Houba City is the first UEC and is available in a new flexible and scalable pop-up format. It comprises 12 media-based attractions and extends from 1,200 to 1,500sq.m. The scale can be increased or decreased to cater for the unique spatial requirements of shopping centres, theme parks and other venues.

Benoit Cornet, CEO of BoldMove Nation, said: "With Houba City we offer the ideal mix of fun, action and personal growth. We re-activate people with new but proven technologies, challenging and stimulating them in the most engaging way."



Crystal Lagoons Island Resort partners with Mattel

CRYSTAL Lagoons Island Resort, the waterpark site in Glendale, Arizona, has teamed up with the multi-national toy company Mattel to open an adventure park.

The Mattel Adventure Park will be home to a host of branded rides, attractions and experiences, including a Hot Wheels coaster and go-karting. There will also be the first Thomas & Friends indoor theme park within the resort, which will feature the first life-sized Thomas the Tank Engine passenger train. The site will also include experimental retail dining outlets and immersive, branded F&B.

Julie Freeland, senior director of global LBE at Mattel, said: "At Mattel, we are home to some of the most iconic, multi-generational franchises in the world. By partnering with Crystal Lagoons Island Resort we will be offering new and immersive ways for families to experience classic brands like Hot Wheels, Thomas & Friends and more."

The Mattel Adventure Park is set to open in late 2022.



Silvergate Media extends partnership with Merlin Entertainments

SILVERGATE Media, creator of content designed to inspire, engage and entertain, has extended its established Octonauts' partnership with Merlin Entertainments.

The continued partnership involves the development of a new interactive brand experience, with activity-based Octonauts trails set to "make waves" when they launch across 13 Sea Life centres and aquariums in the UK, ANZ and China. The new Octonauts trails will be put on all year at Chang Feng Ocean World in China.

The rolling out of the trails is ahead of the launch of a new Octonauts spin-off series later this year called Octonauts: Above and Beyond. The interactive events will encourage families with young children to "Be Captain for a Day," putting visitors centre-stage of their own Octonauts adventure in June and July.

Lisa Macdonald, SVP content and consumer product sales at Silvergate Media, commented on the extended partnership with



Merlin Entertainments, saying: "We are delighted to bring this latest exciting Octonauts adventure to life for fans in the UK, ANZ and China as we build towards the broadcast launch of Octonauts: Above and Beyond."

"Merlin Entertainments' world-class Sea Life centres are the perfect setting for children to fully immerse themselves in the brand and learn all about saving the oceans. Visitors will be able to embark on a real-life adventure with their favourite characters for a family day out that's both fun and educational," Macdonald added.

NEWS IN BRIEF

Hong Kong Hong Kong Disneyland Resort has reported its business results for the fiscal year 2020, a year of unprecedented uncertainty and challenges to the tourism industry. The theme park was closed for 60 per cent of the year. Revenue was down 76 per cent to HK\$1.4 billion. Earnings before interest, taxes, depreciation and amortisation (EBITDA) were negative at HK\$1.5 billion and net loss was HK\$2.7 billion.

US The Lego Movie World has officially opened at Legoland California Resort, which celebrated the occasion with streamers, sparklers, entertainers and more. The new world, which is the largest addition in the park's history, is based on the blockbuster films *The Lego Movie* and *The Lego Movie 2: The Second Part*. With iconic guests and unique

experiences, the new world places visitors onto the streets of Bricksburg and immerses them into the Lego movie universe.

EUROPE Zierer, the German-based manufacturer of a range of family rides and attractions, is introducing Spin n' Play, a new product for playgrounds and amusement parks. Spin n' Play combines the concepts of themed playgrounds with the joy of carousels, to create a new ride for the whole family.

CHINA As part of its 15th anniversary celebrations, Hong Kong Disneyland Resort has launched a live outdoor musical party called Follow Your Dreams. The production, which kicked off on June 30, sees Mickey Mouse and his friends take the audience on a musical journey, brought to life with state-of-the-art visual effects.



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Monster roller coaster opens at Gröna Lund

GRÖNA Lund has opened a new attraction. Monster – King of Roller Coasters is dubbed as the Swedish theme park's greatest attraction ever.

The ride was manufactured by Bolliger & Mabillard. The custom-designed, never-seen-before steel coaster sends guests hurtling across the theme park, reaching speeds of up to 90km/h and experiencing a series of near-miss moments.

Monster is part of Gröna Lund's newly refurbished area. Work on the most extensive construction in the theme park's history began in 2017. The new waterfront boardwalk and the world-class coaster were due to open in 2020 but were delayed because of the COVID-19 pandemic. However in June the Swedish Public Health Authority gave the opening of amusement parks the thumbs up and the premiere of Monster took place.

Johan Tidstrand, owner of Gröna Lund, spoke of the opening of the new roller coaster, saying: "We've travelled the world for years visiting different amusement parks and trying out hundreds of roller coasters. That's why we proudly, and without exaggerating, can say that Stockholm has now got a world class roller coaster with the premiere of Monster."



Fårup Sommerland announces plans for Denmark's largest/fastest coaster

FÅRUP Sommerland, one of the biggest amusement parks in Denmark, has unveiled plans to open the country's largest and fastest roller coaster in 2022.

The coaster, to be called Fønix – Phoenix – will cost the theme park €13m to install and is to be manufactured by the Dutch company Vekoma.

Fønix will stand at a lofty 40m tall and reach speeds of up to 95km/h. It will also feature the world's first "stall loop" element and will have more airtime than any other ride in Scandinavia.

The "stall loop" is a spectacular world first element combining the all-time favourite classic looping with the inverted stall to create one new unique element. In this element the train is forced into an overhead position by half a loop followed by an inverted camelback where riders experience a period of 2.5 seconds of weightlessness before entering the second half of the loop combined with a twist.

Commenting on the day of the unveiling of the new ride, Niels Jørgen Jensen, CEO of Fårup Sommerland, said: "This is an historic day for us here at Fårup Sommerland. We are extremely proud to finally unveil our plans to develop and build Denmark's largest and fastest roller coaster, which will be ready for our guests next year. We've been working on it for a long time and I look forward to seeing our guests enjoying what it has to offer."



European-first coaster launches at Zip World Tower

ZIP World, the outdoor adventure company responsible for the world's fastest zip-line, has launched Tower Coaster, hailed as the first roller coaster of its kind in Europe.

The attraction was launched at Zip World Tower, which opened in South Wales in April this year.

The Tower Coaster boasts an industrial style toboggan roller coaster design. It takes riders along a 1km track, reaching speeds of up to 25mph around the historic Tower Colliery site. Visitors whizz through tunnels, over dips and peaks and around banked corners, while experiencing what was once the oldest continuously working deep coal mine in the UK.

The coaster was supplied by Wiegand, a family company located in Rasdorf, Germany that supplies rides, slides and attractions for indoor and outdoor use.

Since opening, Zip World Tower has already welcomed more than 10,000 visitors. The site has created 56 local jobs and with the impending launch of the Tower Coaster, a further 25 members of staff will be employed at Zip World Tower this summer, adding to the venue's growing team.

Zip World's founder, Sean Taylor, commented: "Over the past couple of months, it's been fantastic to see this new chapter in the Tower Colliery story and the excitement Zip World Tower has created in the local community and beyond."

Tripsdrill Adventure Park opens for the 2021 season

ON June 11, Tripsdrill Adventure Park in Cleeborn, near Stuttgart in Germany, opened for the new season.

Guests can now enjoy more than 100 original attractions in the theme park and encounter over 50 species of animals in the Wildlife Park, which extends over 47 hectares. Overnight accommodation has been available at Tripsdrill's Nature Resort since May 23.

New to the park are two new roller coasters. The family Boomerang known as Volldampf – Full Steam – takes riders on a forward and reverse journey, while the suspended thrill coaster Hals-über-Kopf – Head Over Heels - is a steel inverted coaster which intertwines with the Vollampf. The rides opened on June 26, 2020. However, due to the COVID-19 pandemic and subsequent closure of the theme park, the attractions are both deemed as being new in 2021.

Another highlight for guests is the catapult coaster Karacho, which propels guests from 0 to 100 km/h in just 1.6 seconds. Riders are then shot up to 30m like a catapult.

At the time of writing, admission to Tripsdrill was only possible with proof of a negative COVID-19 test.



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Zamperla announces launch of Double Heart Lightning coaster

ZAMPERLA has introduced the Double Heart Lightning roller coaster, hailed as one of the company's most innovative coaster concepts.

The ride commences with three launches and forward acceleration. Following some airtime, the train falls backwards. A third LSM launch propels the train up and over as riders experience more airtime before diving down a vertical drop. The ride ends with two inversions, an Immelmann and a dive loop.

The Double Heart Lightning is available in two models, 50m and 70m. Both models represent the tallest coasters Zamperla has conceptualised and designed. The ride also utilises Zamperla's new Lightning trains, which debuted at the IAAPA Expo in Orlando in 2019.

Zamperla is proposing several different seating configurations to cater for each client's capacity requirements and budget. The 70m model comprises one or two 16-passenger trains, and the 50m model utilises one 12 or 16-passenger train.

In a press statement about the new ride, Zamperla said: "The Double Heart represents a significant step forward as we grow into a go-to roller coaster manufacturer. Both models are a great marriage of a ride designed to come together at the intersection of marketing, ride experience, capacity and cost."

Efteling's development plan given green light

THE Dutch council of State has given Efteling's development plan, known as Wereld van de Efteling 2030 – the World of Efteling 2030 – the go ahead.

Appeals against the development have been rejected, declared as unfounded by the Dutch Council, which means the plan is now definitive. With the go ahead for the Wereld van de Efteling 2030 development plan, the framework for Efteling's future is considered to have been established.

Construction activities will not begin immediately, despite the positive ruling. Large investments such as this are set to begin from 2022 onwards, due to the financial consequences of the COVID-19 pandemic. The first step planned by Efteling is the expansion of the eastern side of the existing theme park.

Fons Jurgens, CEO of Efteling, shared his enthusiasm over the approval of the plan, commenting: "In 2015, in co-operation with the municipality of Loon op Zand, we started with the first sketches for the development plan World of Efteling 2030. Since then, there has been much and careful consultation with local residents, the municipality and nature organisations.

"The fact that the development plan is now definitive makes me very proud. For us, it really feels like the first giant step towards the future of the World of Efteling that we have in mind," Jurgens added.



UK venues open climbing attractions from Innovative Leisure

TWO venues in the UK have launched new climbing attractions from adventure attractions specialist Innovative Leisure.

The company's products are designed to bring physically challenging adventure to guests of all ages and include high rope courses, junior rope courses and climbing walls of different styles and configurations which offer different experiences.

Two climbing attraction installations completed by Innovative Leisure during the past 12 months have included those at the Chamwell Centre in Gloucester and at Stoneyburn Community Centre in Scotland.

At the former venue, which caters for students with severe learning difficulties, the company recently installed a four panel DigiWall interactive climbing wall measuring 2.8m high and 4.5m wide. The DigiWall fuses a climbing wall with a computer game and requires climbers to use their whole body to play and compete with other participants to follow lights and sounds on the wall via multi-sensory games.

At the Stoneyburn Community Centre the company has installed a 16 panel traversing wall with timer which opened in early 2020. The centre underwent a refurbishment last year and wanted to add a fun climbing surface that could be used by children and adults alike. The traversing wall was installed onto an unused wall in the venue's multi-use gymnasium hall.

With a height of 2.44m and length of 9.76m, the attraction features Innovative Leisure's fibreglass, real rock look modular climbing panels and also incorporates a Climber Timer timing system to record the time it takes participants to traverse the width of the wall.



Folly Farm upgrades to sustainable go-karts

THE Pembrokeshire, South Wales, venue Folly Farm has upgraded its outdoor go-karts to sustainable electric models. The upgrade is part of the venue's commitment to sustainable practices.

A total of 18 new electric karts are on offer at the family-friendly Follystone racetrack. The go-karts have been built by Formula K, based in Rhyl, North Wales, a leading manufacturer of go-karts which are supplied to amusement and leisure sites around the world. The Welsh government's Economic Resilience Fund Phase 3 (ERF3) funded the £160,000 investment on the green go-karts.

Folly Farm is the first family attraction venue in Wales to launch all-electric go karts. Royston Badham, operations manager, said: "Our go-karts here at Folly Farm have always been our most popular attraction, aside from the animals of course. Replacing our petrol go- karts with electric ones was an easy decision. They run on batteries which are charged using solar power. Solar panels on our fairground roofs already power many of the attractions on site as part of our ongoing commitment to sustainability."



Australia's Fun Planet installs Intercard system

INTERCARD, specialists in cashless technology for the amusement industry, has installed its latest system at the Fun Planet FEC in Victoria, Australia.

The venue extends to 5,000sq.ft and is home to a three-level laser tag arena. An indoor go-kart track with Sodi electric-powered karts is a key feature at the location, which also features more than 130 arcade games.

The FEC underwent an extensive renovation and reopened as Fun Planet on May 14, 2021. The revamped centre includes mini golf, a climbing wall, a go-kart function room, a small theatre, a prize redemption counter and four party rooms.

Jason Wallace, director of Fun Planet, partnered with IT consultant Chris Motton and Zak Athanasiadis of Zax Amusements, the Australian distributor of Intercard, to work on the new system. He noted that one of the reasons he chose Intercard to install a cashless system at the FEC was because of their existing relationship with the company.

"I like relationships. So having a good relationship with not only Jerry, but also global marketing director Lynda Brotherton and CEO Scott Sherrod made it easier to communicate with the company; it made it feel friendly and family," said Wallace.



Fuji-Q Highland to bring two cages to its Ferris Wheel

THE Fuji-Q Highland amusement park in Tokyo is to add two cages which imprison riders to its Ferris Wheel.

The "windswept cages" are coming to the park's Shining Flower Ferris Wheel, which soars around 50m above Fuji-Q. The temporary cages are made from stainless steel and in a statement about the new additions to the attraction, the amusement park said: " 'Prisoners' will be punished for about 11 minutes in a windswept cage, enjoying the thrill of seeing the ground far below through the gaps and enduring the ridicule of the surroundings.

"The seats are side by side for two so that you can reflect your sins toward the magnificent Mount Fuji that spreads out in front of you and change your mind as much as possible before you are released."

The theme park added that the cages can be used as a place to "reflect and rehabilitate" on past bad deeds. It can also be used as a punishment game with friends and family.



Pokémon Wonder experience to open at Yomiuriland



A real-life Pokémon experience called Pokémon Wonder is opening at Yomiuriland, the largest theme park in Tokyo.

Pokémon Company has teamed up with Yomiuriland to bring a nature-focused attraction to Japan, which involves visitors searching for Pokémon. The Pokémon Wonder attraction covers 48,000sq.ft in the forest that is located behind the Yomiuriland theme park. 50 Pokémon are hidden across two courses, the Whispering Bamboo Grove and the Ancient Stone Wall.

Guests will try and seek out the forest's Pokémon inhabitants for 90 minutes. Each Pokémon is made from natural materials, such as acorns and leaves, and six guests are allowed on each course at the same time. The Pokémon Wonder experience is running from July 17, 2021, until April 3, 2022.

Wave Park hosts International Theme and Amusement Park Society (ITAPS) Conference



WAVE PARK in South Korea, the world's largest man-made surf and water recreation park, held and sponsored this year's International Theme and Amusement Park Society (ITAPS) Conference.

The theme of the conference was man-made surf parks in relation to tourism. Wave Park also sponsored the much-loved local surf competition known as Busan City Mayor's International Surf Competition, which took place from June 18 to 20.

The man-made surf park in South Korea features state-of-the-art wave technology from Wavegarden, specialists in the research, design, manufacture, installation and commissioning of wave generating systems. The 166,000sq.m wave park reopened in April this year, following closure due to the COVID-19 pandemic.

Wave Park's waves can generate waves every eight seconds, equating to 1,000 waves an hour. From Barrels to Malibu Waves, visitors at the park can experience 40 different types of waves.

Due to COVID-19 restrictions, the ITAPS conference took place online via Zoom. The venue's chairman, Choi Sam-seob, introduced the conference, welcoming keynote speakers, who had been chosen for their unique skills and experience.

One such speaker was Philip Cuddy, market manager California and Korea, Live the Maui Life LLC and honorary advisor to Wave Park, who shared insight on the potential of surf parks in relation to therapy. Another keynote speaker was Professor Roger Royo from the Korea Advanced Institute of Science and Technology, who spoke about tourism in the post-COVID world.



Legacy Entertainment launches 'destination dining' initiative

LEGACY Entertainment, specialists in themed entertainment and design, is launching a series of "food-focused" projects, which are being developed for Saudi Arabia, Indonesia and China.

The projects are designed to act as a driver in attracting visitors to sites in coming years. Legacy currently has three "destination dining" experiences in development. One project is being developed near Jakarta, Indonesia, and is due to be launched this summer. Additional projects are taking place in China and Saudi Arabia. The dining destinations will feature diverse entertainment, including immersive environments, live entertainment, and, in certain venues, amusement rides that have been carefully integrated.

Barry Kemper, chief operating officer and co-owner of Legacy Entertainment, said: "While shopping habits may evolve and change, the desire to dine together is intrinsic to the human experience. It's here to stay and we've only begun to scratch the surface on how far we can take it.

"Of course, this is not to say dining will replace retail, but we do anticipate that the anchor tenants of the 21st century will put a priority on dining and entertainment," Kemper added.

Wave Park opens with Surf Cove, recreational pools, diving pool and more



WAVE PARK, the man-made surf park in South Korea, opened in April, boasting a series of facilities for surfers and all abilities, including a Surf Cove, a recreational pool, a diving pool and more.

Wave Park covers more than 166,000sq.m. It features a diamond-shaped Surf Cove with wave-generating technology from Wavegarden. The technology is capable of generating waves every eight seconds and 1,000 waves in an hour.

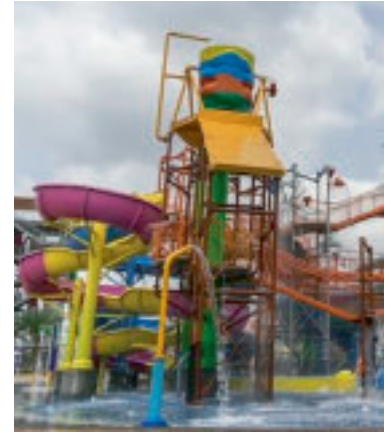
Waves are pumped in two separate zones, with each one breaking to the left and to the right. Each side of the Cove is able to accommodate up to 25 intermediate and advanced level surfers and 32 beginner level surfers. The entire Surf Cove can hold up to 114 surfers at the same time.

Wave Park is also home to Turtle Pool, where children can splash around in waist-high water, and there is a family leisure pool which can accommodate up to 100 swimmers per session. Another key feature of Wave Park is the Blue Hall Lagoon diving pool, where divers can dive down 5m and explore a seascape inhabited by giant turtles, seahorses and shells filled with pearls.

Plans are underway for surfing events to be hosted at Wave Park, featuring world famous surfers. The venue will also serve as a training location for professional South Korean surfers and international pro surfing teams.

New attractions come to Village Roadshow theme parks

VILLAGE Roadshow Theme Parks, one of Australia's leading theme park operators, has announced it is investing in a series of new attractions for its Gold Coast resorts.



One new attraction is a waterslide complex at Wet 'n' Wild, featuring the tallest tower slide in the country. Warner Bros. Movie World will play host to a Hooray for Hollywood event while Paradise Country, the authentic farm experience on the Gold Coast with animal encounters and other attractions, will welcome a new exhibit of Meerkats.

The rollout of new attractions and events at the Village Roadshow parks, which also includes the new Atlantis Precinct at Sea World, has a total investment of \$70m.

Clark Kirby, CEO of Village Roadshow Theme Parks, commented: "We are delighted to announce this massive line-up of new attractions for our parks in the coming months.

"At Village Roadshow Theme Parks we remain committed to providing world-class attractions and experiences for our guests and this \$70m investment will play a vital role in reviving the Queensland Tourism Industry while also creating an additional 100 new jobs," Kirby added.

Snow, lights, fire and ice come to park's winter festival

ADVENTURE PARK in Geelong, Victoria, Australia, recently played host to an immersive winter festival, with snow, lights, fire and ice.

From June 25 to July 10 the attraction venue was home to the Winter Glow event. The festival featured a huge snow play zone where children could build snowmen and snow angels. Local artists hand-carved sculptures made from ice and visitors were able to witness daily fire displays. The park was also illuminated at night with hundreds of glittering installations and two million lights.

A number of rides and attractions were available for guests during the festival, including the Ferris Wheel, Wave Swinger, Crazy Coaster, Red Baron, Carousel and Little Buggy ride.

There was also marshmallow toasting, cookie decorating, face painting and other children's activities, while adults were able to warm up with mulled wine, spiced cider and hot chocolate.



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Giant Ferris Wheel to be built in Dalian

A 128m Ferris Wheel is to be built at the Xinghai Plaza in the city of Dalian, in the southern tip of China's Liaoning Province.

An investment agreement for the tourist attraction was signed in June between Jinma Cultural Tourism Development Co. Ltd. and various parties, for the supply and operation of the giant Ferris Wheel. Jinma Cultural Tourism Development Co. is a subsidiary of Jinma Rides. The subsidiary was founded in 2019 and is focused on the investment and development of cultural tourism projects in China.

Labelled as the Dalian Eye, the Ferris Wheel will stand at a lofty 128m tall and will feature sleek, state-of-the-art capsules, which are designed to provide a 720-degree panoramic view. The wheel will be supported over the water by a cantilever spar cable-stayed support system.

Being situated at the coast and boasting a mild climate, the city of Dalian is a popular Chinese tourist destination for both domestic and foreign travellers. The installation of the huge Ferris Wheel is expected to provide Dalian with additional momentum for tourism growth.



Top Gun launch coaster Fighter Jet opens at Fanta Park Glorious Orient

FANTAWILD Group's new theme park Fanta Park Glorious Orient opened in Ganzhou on May 28. Among the rides and attractions is Vekoma Rides' new generation Launch Coaster Top Gun.

The ride is themed on an aircraft carrier take-off, boasting four fighter jet trains. Up to eight passengers can ride on each train. Following the power launch, which propels riders to a speed of 97 km/h in just three seconds, the "pilots" are taken on a journey with several duelling train effects, as well as five airtime moments and four inversions.

The concept of the fighter jet was created by the design team at Fantawild, which asked Vekoma to design a ride that would replicate the flight of a fighter jet when it is launched from an aircraft carrier. The company integrated a series of force and directional changes throughout the ride to emulate a dog fight between two fighter jets.

In one such manoeuvre, the jets experience a near-miss as they pass each other in mid-air. The pilots then fly down to reach water level via a powerful S-turn before being propelled over a Blitz Roll, which spins the vehicles on a 360 degree inversion, just inches above the aircraft carrier.



Shanghai Disney Resort expected to expand with new attractions

SHANGHAI Disney Resort is expected to unveil a series of new attractions in the coming months. The theme park opened on June 16, 2016, so June this year saw the venue celebrate its fifth anniversary.

A report published by the China Tourism Academy, shows Shanghai Disney Resort has driven up the city's GDP by 0.21 percent in the last three years.

During a speech over video link, Bob Iger, chairman of the Walt Disney Co., referred to the resort as the "quintessential Disney park experience for the people of China."



"We wanted to create something that would be a source of joy and inspiration for the people of China and for generations to come. And I am proud of the fact that we accomplished that," said Iger.

Joe Schott, president and general manager of Shanghai Disney Resort, commented: "I can promise you that there is still so much left to be revealed and I cannot wait to share it all with you in the months and years to come."

The world's first Zootopia movie-based theme park is currently under construction at the site, and, as Iger noted: "The land is large enough to enable us to expand the park."

Merlin Entertainments announces world's first standalone Peppa Pig Resort in China



MERLIN Entertainments has entered into an official agreement with Hasbro and the Meishan Administration Committee of Sichuan, to develop the world's first standalone Peppa Pig Resort in Meishan, China.

Meishan is part of the Sichuan Tianfu New Area in China. A ceremony took place when the announcement was made, with attendees including representatives of Merlin Entertainments and Hasbro Inc., as well as officials from the Meishan Administration Committee of Tianfu New Area.

The world's first standalone Peppa Pig Resort will feature a Peppa Pig Theme Park, a Peppa Pig Hotel and a new SeaLife aquarium located next to the park. The resort is being designed to be a memorable experience for pre-school children, with rides, interactive attractions, themed play areas and water play areas. There will also be the well-known Peppa Pig themed "muddy puddles."

Construction of the resort was set to commence in July this year with the site due to open in 2024. The venue is expected to attract both domestic and foreign visitors.



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MENALAC announces new board and logo

MENALAC, the Middle East trade association, has announced the appointment of new board members, as well as the launch of a new logo.

The announcement was made during the association's annual digital meeting platform, which attracted 58 members from around the world. The event saw Rosa Tahmaseb, MENALAC's secretary general, report on the activities of the last year. She noted how events had been held digitally due to the pandemic.

The conference also revealed which candidates had been appointed as board members. Among the successful applicants was Mark Tucker of Adventureland, Shezad Ali of Cheeky Monkeys, Jamie Charlesworth of SEVEN and Rajiv Sangari of IMG Worlds of Adventure.

Mike Rigby of WhiteWater and Eric Beauregard of TrioTech were appointed as supplier board members.

Sanai Parab, MENALAC's administration manager, touched on the organisation's marketing initiatives, which include the launch of a new streamlined association logo. The logo has been at the design and consultation stage for almost a year.

The association has also appointed a new PR agency, at a time when social media activity and contacts are significantly increasing for MENALAC.



Expo 2020 Dubai district to transition into a 'city of the future'

THE district where Expo 2020 Dubai is being held, which is running from October 2021 to March 2022, will have a long-lasting legacy after the event has finished.

These are the thoughts of Reem Al Hashimy, managing director of the Dubai World Expo 2020 Bid Committee and an Emirati administrator and Minister of State for International Co-operation. Al Hashimy believes the district will have an enduring vestige, transforming into a hub for technology and living.

Reem Al Hashimy has spoken about how she expects the site where the expo is being held to become a "new city of the future," as Dubai continues to develop and expand in the years following the event.

The \$7 billion project includes the construction of residential districts and a new metro extension, connecting the district with the rest of Dubai. The region currently features on the Dubai Urban Master Plan 2040, which is aimed at expanding the size and population of the area from 3.3 million to 5.8 million.

"The investment was not to build an Expo. The investment was to have a new city of the future," Al Hashimy said.



Saraya Aqaba Waterpark opens in Jordan

THE Saraya Aqaba Waterpark, hailed as the largest waterpark in Jordan, has opened its doors to the public.

The waterpark is located in Aqaba, the only coastal city in Jordan. Saraya Aqaba spans over an area of more than 28,500sq.m and features slides, rides, attractions and experiences for all ages. There is also a number of food and drink outlets for refreshments.

The waterpark was developed by Eagle Hills, a real estate developer which creates modern and sophisticated spaces fused with luxury lifestyles. Eagle Hills is headquartered in Abu Dhabi and is one of the largest developers in Jordan.

The Saraya Aqaba Waterpark is operated by Farah Experience, a subsidiary of Miral Asset Management, which is driven by a mission for "improving lives through adventure tourism in Jordan." Farah Experience also operates the Ferrari-branded theme park, Ferrari World Abu Dhabi, among other venues.

Triotech's Eric Beauregard appointed to MENALAC board

TRIOTECH, global specialists in interactive entertainment, has announced that Eric Beauregard, the company's vice-president of global sales and marketing, has been appointed to the Middle East, North Africa Leisure and Attraction Council's (MENALAC) board.

Since its establishment in 2016, MENALAC has aimed to promote the development and success of the attractions, entertainment and leisure industry in the region. The not-for-profit trade council provides networking opportunities, educational programmes and trends resources to its members.

Triotech has had an active presence in this part of the world for more than 15 years. Its products have been deployed in a number of countries, including Saudi Arabia, the United Arab Emirates, North Africa, Lebanon and most of the Gulf counties.

Amusement Services International (ASI) has been Triotech's principal partner in the region for a number of years. The collaboration between Triotech and ASI has recently involved a plan being initiated to serve the large entertainment projects opening in the region.

Of his appointment to the board, Eric Beauregard said: "Joining MENALAC's board is a great recognition. I am looking forward to the opportunity to interact with key players and contribute to the industry's development in this dynamic region."



Dollywood announces new resort property

THE Dollywood Company is embarking on an ambitious investment strategy, which will see the Smoky Mountain resort invest over half a billion dollars on its properties over the next 10 years.

Kickstarting the investment plan is the construction of the HeartSong Lodge and Resort, 302-room accommodation facility located next to Dollywood's DreamMore Resort and Spa. The new property is due to open in 2023, marking another period of growth for Dollywood and the wider Smoky Mountains region.

The property will feature a range of lodging options for couples and multi-generational families, including spacious suites and bunk rooms. The five-storey resort will feature themed suites and loft rooms. Many of the rooms will include balconies and have high ceilings with exposed beams to "let the outdoors in."

Commenting on the plans for the new HeartSong Lodge and Resort, Dolly Parton said: "I'm so proud of this place that we've been able to build here in the Smokies. I always dreamed of accomplishing two things with Dollywood. I wanted to give jobs to the folks who live here and I wanted to give visitors another reason to come and experience the beauty of the Smoky Mountains."



Coaster enthusiasts celebrate July 4th holiday at coaster museum

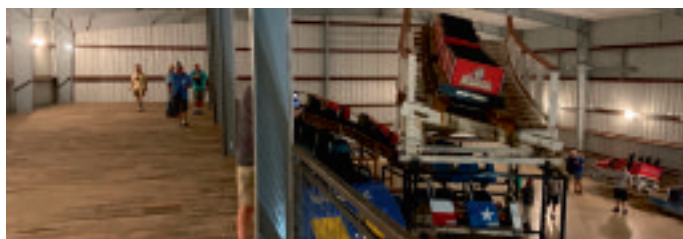
ROLLER coaster and theme park enthusiasts gathered at the National Roller Coaster Museum (NRCMA) for the Fourth of July holiday. The visitors explored the collection on display at the museum and had a first look at the new 10,000sq.m Mark Moore wing.

The group also got to see the unveiling of two new additions to the museum. One of these was the Loch Ness Monster Arrow ride vehicle that had been donated by Busch Gardens Williamsburg. The Loch Ness Monster was the first coaster designed with interlocking loops and was the inspiration for the very first American Coaster Enthusiast's Coaster Con 43 years ago.

The second attraction the group at the NRCMA got to see was the first coaster designed by Dana Morgan and Steve Okamoto, for the West Coaster at Pacific Park on San Monica's pier in California. The vehicle was donated by Pacific Park.

Visitors also got to witness exhibitions created by a number of manufacturing partners. One exhibition recently installed at the museum is of the 1983 Rollo Coaster from Idlewild and Soak Zone, which was constructed by Great Coasters International and designed by Skyline Attractions.

Priceless pieces of roller coaster history continue to be donated to the NRCMA. A recent addition was a car from the former Rocky Springs Jack Rabbit coaster in Lancaster, Pennsylvania. The coaster was in operation from 1918 until 1927.



SkyFly opens at Pigeon Forge, Tennessee

SKYFLY: Soar America, hailed as a cornerstone attraction at The Island in Pigeon Forge, is now open.

Dynamic Attractions, creators of cutting-edge rides for theme parks, created the new Flying Theatre for the popular venue in Tennessee. The attraction utilises an innovative ride system which gives riders the feeling of flight as they are suspended in the air in front of a 40ft. spherical screen.

A six-minute film then whisks riders on an exhilarating journey across the United States. The motion picture is accompanied with special effects, including wind, scents and mist.

Clay McManus, The Island's executive who co-led the development of SkyFly in partnership with Dynamic Entertainment, said: "This adventure ride will thrill everyone and will quickly become a top reason for families to visit the Smoky Mountains and Pigeon Forge. I encourage everyone thinking of coming to the Smoky Mountains to come and experience this incredibly fun attraction."

SkyFly: Soar American opened on the weekend of July 10 and 11.



SeaWorld's Howl-O-Scream celebrates 20th anniversary

SEAWORLD'S Howl-O-Scream event is back for its 20th year, with a scarier, bigger and spookier line-up than ever before.

The 20th Howl-O-Scream will run for 22 nights from September 17 to October 31 at SeaWorld San Antonio in Texas. Visitors will find nowhere to hide from deranged clowns, zombies, ghouls and other creatures of the night, who will be lurking in the park's scare zones, in the halls of the haunted house and in terror-stories.

There will be entertainment on SeaWorld's stage at the Nautilus Theatre with Monster Stomp! and Halloween bars will offer themed refreshments throughout the celebration of the scariest night of the year.

Scary fun will also be there for the taking during the day with Spooktacular, SeaWorld's child-friendly event designed for the whole family. Spooktacular will feature a hay maze, dance party, a Halloween parade, in-park trick-or-treating and a pumpkin patch picnic.

The 20th anniversary event will also feature Coaster Creep, where visitors can ride on one of SeaWorld's coasters alongside ghosts and ghouls in the dark.



WATER PARKS



ADG launches EpicSurf

THE Aquatic Development Group (ADG) has announced the launch of EpicSurf, a stationary surf wave with a non-stop action.

The product was unveiled to the market during a virtual trade show summit that was hosted by Surf Park Central on June 24. Surf industry leaders around the world gathered at the event to introduce new technologies and discuss the latest developments within the market.

EpicSurf has been engineered and manufactured at ADG's headquarters in New York. Being a deep-stationary surf wave, the product is designed to cater for all levels of surfer, from novice to expert.

EpicSurf creates a real wave of water with a depth that ranges from three to five feet. This produces a more authentic surfing experience compared to other stationary surf rides which create just a thin sheet of water on the surface. EpicSurf comes with a compact footprint, making it a viable product for most settings and more accessible to everyone.

ADG's president, Jim Dunn, spoke of the ride's uniqueness saying: "There are other manufacturers out there who are approaching stationary surf waves with thinner films of water but at ADG we wanted to go all in and create a wave that gives riders a true surf experience."

Gardaland's season commences with launch of Legoland Water Park Gardaland



GARDALAND Resort in Italy has kicked off the 2021 season with the opening of Gardaland Park and the inauguration of Europe's first fully themed Lego waterpark, Legoland Water Park Gardaland.

Visitors of all ages can now enjoy Lego-themed activities and games within the new facility in addition to a variety of waterslides. The many attractions at the waterpark include the Lego River Adventure, a waterway which traverses through much of the park and within which guests travel using inflatable rafts. The rafts can be customised with soft Lego floating bricks.

Another main attraction is the Beach Party, which features seven waterslides and a large bucket, which tips up unexpectedly and soaks those below.

Jungle Adventures comprises slides for all the family and Lego Creation Island invites guests to build their own boats or decorate a hug sandcastle using Lego blocks and bricks. Little ones can have fun at Duplo Splash, where they can experience slides for the first time and learn through play. Additionally, swimmers of all ages can stay cool and relax in the large swimming pool known as Pirate Bay.

Ocean Park's Water World to open soon in Hong Kong

THE Water World waterpark at Ocean Park in Hong Kong is currently being given its finishing touches as preparations are put in place for the new facility to debut this year.

The waterpark will be the first and only year-round, all-weather seaside waterpark in Asia. The venue will be home to 27 outdoor and indoor attractions, including the first ever indoor wavepool in Hong Kong.

Guests will be able to enjoy calm, lapping waves which transform into strong and powerful double diamond waves, where visitors can experience a memorable surf ride. Among the other attractions are nine dynamic waterslides and a surf rider.

The park features five zones – Thrill Valley, Splendid Reef, Torrential River, Adventure Coast and Hidden Village. Torrential River and Thrill Valley are home to the most extreme waterslides, including Cyclone Spins and Daredevil Drops.

At Horizon Cove, guests can also relax and watch entertainment and programmes on a large screen and on a central stage.



Polin offers UTexture technology to transform waterslides

POLIN, a leader in the design, production and installation of waterparks and water play attractions, is now offering new UTexture technology.

The technology is designed to change the ambience of waterslides through a range of pattern options. With both interior and exterior designs, UTexture transforms the themes of waterslides and can be fully embedded into the production of waterslides.

The UTexture offering provides almost unlimited opportunities for waterparks, so they can set themselves apart. Four designs include Triangulated, Honey Comb, Graffiti and Wood'n Slide, alongside a whole host of other pattern options.

The technology is provided through VARTM (Vacuum Assisted Resin Transfer Moulding), a new generation production technique. This unique technology provides natural colour transitions and artistic approaches.

UTexture follows Polin's introduction of waterslides produced via Resin Transfer Molding (RTM) technology, which the company introduced in 2016. This was revolutionary when it was launched 14 years ago and continues to set the standard for waterslide production.



ProSlide rides feature at newly opened Evergrande Ocean Flower Water Park

THE brand new Ocean Flower Water Park in China has undergone a soft opening – and ProSlide Technology has been working with the Evergrande Group on the development of 15 water rides at the new venue.

Chuanhao Cheng, ProSlide vice-president, Asia-Pacific business operations, commented on the collaboration with Evergrande, saying: “We couldn’t be more excited to have partnered with the Evergrande Group on this monumental waterpark. The vision of leisure and entertainment on display at Evergrande Ocean Flower is inspiring.”



ProSlide’s most iconic and innovative water attractions are spread across Ocean Flower’s six complexes. The attractions include what’s been hailed as China’s first four-person RocketBLAST Water Coaster, which is also the longest in the world at 359m. According to ProSlide, the ride uses patented water jets to drive the boats higher, faster and longer than traditional “blaster” water coasters.

Ocean Flower is also home to the first six-person TornadoWAVE in China. The curved wall ride sweeps guests high as they experience zero-Gs.

Atlantis Dubai chooses Vantage’s guest experience platform

ATLANTIS Dubai, home to the iconic aquatic theme park, Aquaventure, has selected Vantage’s guest platform experience to help digitally transform the entertainment destination.

The Vantage platform provides operators with a unified approach to digitise and enhance the guest experience. It gives operators real-time tools to drive efficiency and a data-driven portal to merge data silos and measure critical metrics.

The platform includes an integrated set of wearables, as well as data management tools and apps, all designed to digitise the guest experience. From opening lockers to locating friends at the waterpark, the Vantage platform enables guests to have a single portal to digitally engage with the site.

Anthony Lynsdale, Atlantis Dubai’s vice-president of information technology, commented on how the technology will improve the visitor experience, noting: “Guests visit Atlantis Dubai because they know they are going to receive world-class luxury and service from our resorts. We wanted to ensure that experience was consistent throughout their stay with us, which was why we chose Vantage. With Vantage’s platform, we will be able to deliver those extraordinary experiences we are known for, while also deepening our client understanding, which in turn allows us to elevate the guest experience even further. It’s a win-win for us.”



WhiteWater announces sustainability commitment

WHITEWATER, specialists in the design and manufacturer of waterpark products, has announced a corporate-wide commitment to implementing more sustainable environmental practices for all its products and operations, as well as those of its suppliers.

Its sustainable commitment is part of WhiteWater’s goal to reduce waste and its carbon footprint over the next 20 years.

Many of the company’s products and designs are focused on improving water and energy savings, such as coupling run-out lanes with wave catchers and its Smart Blast technology which previously won an IAAPA Brass Ring Award. The technology uses variable frequency drives to adjust pump speeds during operation and, as a result, reduces water and energy use.

WhiteWater is committed to halving its waste by 2030 and becoming “net zero” by 2040. It will work closely with suppliers and partners in relation to energy consumption, raw materials and end-of-life solutions, as well as examining its own manufacturing processes and product development.

Paul Chutter, president of WhiteWater, said that “change is possible. The time has come for all business leaders to confront sustainability issues head on.”

Polin introduces new Stingray waterslide

POLIN Waterparks has unveiled the Stingray, a new waterslide experience.

The Stingray Waterslide is a four-lane, high-capacity racing tube slide, which boasts a compact design. Riders commence the experience at a slide tower, which has a unique roof structure that provides shade and cooling mist overhead.

The enclosed flumes have multiple interweaving ride paths that exit into two gigantic bowls before guests race to the end of the ride. The bowls comprise two different size paths, one of which is longer, faster and more exhilarating while the other is shorter and smaller in diameter. The choice of lanes encourages riders to keep returning to the attraction to ensure they experience both options.

The Stingray features vivid fibreglass theming and custom colouring. Thanks to Polin’s innovative UTexture technology, its artwork is long-lasting, UV-protected and visually appealing.

Adding to the unique experience of the attraction is the sound show that accompanies riders, who will hear the sound of the Stingray’s wings as they spin inside the huge bowl. In the outer bowl, riders will find themselves experiencing the dark and mysterious ocean with a sound and light show.



Shanghai set to welcome attractions industry for IAAPA Expo Asia 2021



AFTER well over a year of trade show cancellations and postponements as a result of the COVID-19 global pandemic, the IAAPA Expo Asia is now scheduled to be held at the Shanghai New International Expo Centre (SNIEC) in Shanghai, China, from August 10 to 13.

The event will once again draw attractions industry representatives from the Asia region and further afield who will be able to participate in the trade show as well as in a full conference programme and various special events during the week.

Among the highlights of the expo will be the first ever, full day IAAPA Expo Asia Insights Day which will take place prior to the official start of the trade show, on Tuesday, August 10. Located at the Shendi Centre in Shanghai, the event will feature international speakers from global and local theme parks, family entertainment centres, indoor ski parks, shows and more.

Keynote presentations will focus on new ways those in the industry can move their businesses forward, share stories of recovery and highlight the innovation and ideas that are currently shaping the future of the attractions industry. Topics will include To Five Years and Beyond - Delivering the Best Disney Experience for Everyone; Half a Century of Growth and Economic Impact; Empowering Cultural Tourism Experience with Digital IP; the History of Puy du Fou and its Irreplaceability; and Women in the Attractions Industry.

Among the speakers taking part in the Insights Day will be Joe Schott, president and general manager, Shanghai Disney Resort; Luke Riley, chief commercial officer, Village Roadshow; Mars Hou, vice-president of Tencent Games, general manager of Tencent Esports; Anne Zhao, vice-chair, chief government officer of Puy du Fou Asia; Wang Wei, vice-president and general manager of Operations Center, Sunac Culture and Tourism Group; Andrew Kam, president, China Cultural Tourism Group; and Zhang Qi, regional general manager, Midway China, Merlin Entertainments. A buffet dinner at Wandering Moon Teahouse at Shanghai Disneyland will follow the day's events.

To mark the opening of IAAPA Expo Asia and to celebrate the industry's return to in-person events and trade shows, an Opening Ceremony will take place on the trade show floor on Wednesday, August 11. Located in the SNIEC, the occasion will celebrate the official opening of IAAPA Expo Asia. Live entertainment, updates from the IAAPA Asia Pacific region and a look at what's to come for the global attractions industry and the association will also be shared.

Additionally, Expo participants can take part in a complete education conference that will feature general education sessions covering a wide range of subjects, including what's new in the attractions industry throughout Asia, the industry market outlook for the region, implementing intellectual properties at attractions and destinations, strategic planning, food and beverage trends and more. Sessions will be simultaneously translated in English and Mandarin Chinese.

Speakers will include Ivan Chak, regional director, operations, Harves Global Entertainment; Natalie Chan, director, branded experience and promotion partnerships,



Hasbro APAC; Christopher Chan, assistant vice-president, food and beverage and retail services, Hengqin Laisun Creative Culture City Co. Ltd.; Qu Chao, operation director, Yinji Snow and Ice Kingdom; Yael Coifman, senior partner, Leisure Development Partners; Selena Magill, executive general manager, Asia Business, Village Roadshow Theme Parks Asia; Alan Mahony, vice-president, marine and waterpark operations, Atlantis Resort Sanya, China; and Yuyi Zhao, associate project manager, Universal Beijing Resort.

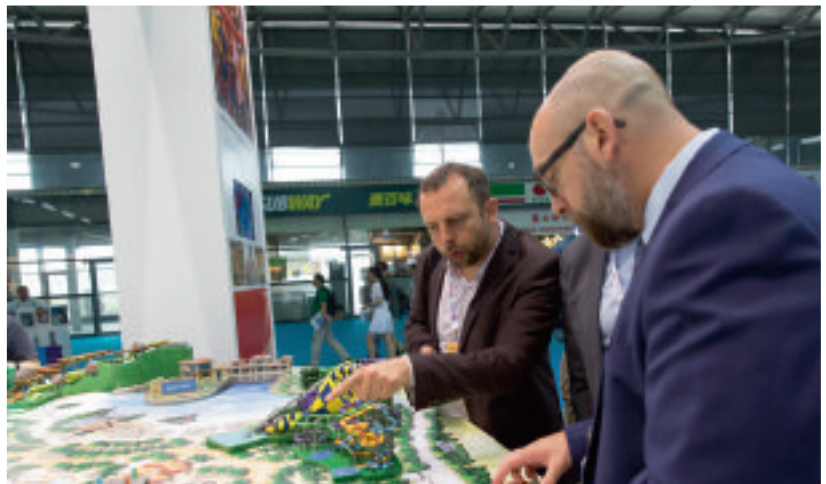
Attendees and exhibitors will also be able to enjoy a networking opportunity at the Opening Reception which will take place during the evening of August 11 at The BREW, in the Kerry Hotel Pudong, while further networking opportunities are on offer after the expo with a post event tour to Beijing. Expo participants can extend their stay in China and take part in a two-day post tour on Saturday, August 14 and Sunday, August 15, during which visits to world-class attractions will include exclusive facility tours, insightful sharing from industry leaders and networking activities.

Commenting on the upcoming expo, June Ko, executive director and vice-president of IAAPA Asia Pacific, said: "The IAAPA global teams are stronger and braver than ever as we come together to present our first Expo since 2019 in China. IAAPA's board of directors, the Asia Pacific Advisory committee and all of our participating exhibitors and

sponsors are excited to welcome attendees to China. As the industry moves forward, working through the ongoing impact of the global pandemic, IAAPA is committed to providing safe, in-person events so members can reconnect and focus on their future. IAAPA Expo Asia is an important step for us all."

Importantly, IAAPA will have significant health and safety protocols in place to ensure exhibitors and attendees have a safe and successful event and the association's Susie Storey, director, global communications, noted: "We recognise IAAPA Expo Asia will look and feel different from past events, but we are also excited by the enthusiasm of our exhibitors and members joining us in Shanghai. IAAPA is about connection and this expo will help industry professionals reconnect and be re-energised by the events, education sessions and experiences we have created just for them."

For more information on IAAPA Expo Asia 2021 visit www.iaapa.org/expos/iaapa-expo-asia



Tornado Springs brings the 1950s Midwest to Paulton's Park



Beth Whittaker takes a look at Tornado Springs, the spectacular new £12m themed world at Paultons Park, UK

FOLLOWING a £12m (\$16.3m) investment, one of the UK's most popular family theme parks, Paultons Park, in Hampshire, opened a major new themed world of attractions in April – Tornado Springs.

Featuring eight new rides and experiences, expanding Paultons Park's already extensive family offering, which includes its own dedicated Peppa Pig themed world,

Tornado Springs covers four acres and includes the unveiling of the UK's first free-spinning roller coaster of its type.

Speaking exclusively with *InterPark*, James Mancey, operations director at Paultons Park, said: "We've worked hard to make Tornado Springs the highest-quality, fully immersive family experience on offer in the UK. We've really focussed on the detailing in the new area and have added some special touches to give it extra wow-factor and to exceed even the wildest of expectations.

"The opening of our new attraction, imagined entirely by our team, is a landmark moment in the evolution of

Paultons Park. I have no doubt that Tornado Springs will be the most popular and in-demand attraction at Paultons this year as parents look for exciting new adventures to share with their children."

Tornado Springs is a creative imagining of a Midwest desert resort town set in the American heyday of the 1950s. The concept, which has been developed exclusively by Paultons Park, is the only one of its kind in the world and is designed to appeal to a wide range of ages from three-years-old all the way up to adults. Created by some of the best technical and creative minds in the world, over 20 specialist engineers travelled to the UK from Germany, Italy, Denmark and the Netherlands respectively to build the rides and experiences, while the park's in-house team worked alongside them to add authentic theming and detail.

"We have always liked the idea of having a 'Western' themed area but wanted to put our own spin on it," Mancey continued. "In partnership with Leisure Expert Group (LEG) we devised the Tornado Springs concept. The





tornado 'twist' has allowed us to pay close attention to the detailing of this area and as a result we have installed unique theming elements such as Mabel the cow stuck on the Storm Chaser station! We wanted guests to be immersed in our new world and when you walk Tornado Springs you really feel like you have been transported across the Atlantic to a dusty roadside town – we are really pleased with the final result.”

Located in an area that used to be home to the park's flamingos and pelicans (the birds have since been upgraded to a fancy new waterside home in a different area of the park), guests are able to experience several exciting new rides at Tornado Springs, including the Storm Chaser coaster. This free spinning ride takes trains of carriages to a height of over 20m above ground, swirling brave guests around at speed. Storm Chaser, designed by Mack Rides in Germany, makes use of 459m of coaster track and is the only free-spinning coaster of its type in the UK, creating a unique draw for theme park-loving families from across the country.

The Cyclonator, developed by Zamperla in co-operation with Soriani, is a Gyro Swing spinning pendulum ride, carrying 30 people at a time and rising to around 25m. Expected to become the most thrilling ride at Paultons Park, Cyclonator, themed as a wind-powered invention by the townspeople of Tornado Springs, is just one example of the detailed theming created by Paultons Park, designed



to immerse visitors into a magical world of nostalgic, feel-good entertainment.

The new area also features Al's Auto Academy, a garage-themed driving school ride with 30 electric cars from UK company Formula K and based on the classic Hudson Hornet, known for cruising the streets of the USA during the 50s. This ride allows younger visitors and accompanying adults to take a classic 50s American car out for a spin.

Twin family drop rides named Windmill Towers, the Buffalo Falls water raft ride and the Trekking Tractors complete the line-up of rides available at Tornado Springs. Windmill Towers, from Zierer, stand proud over the town, providing power generation out in the crooked countryside, while Buffalo Falls, developed by Metallbau Emmeln, sees guests tame the wild river and race dinghies down the breath-taking white waters of the legendary Buffalo Falls. Guests can take in the view across Tornado Springs before feeling the rush of riding down the falls on this water raft ride. The Trekking Tractors, again from Metallbau Emmeln, provide guests with a leisurely trip around Farmer Flo's farm. There's lots to see on the farm,

including all manner of delicious fruit and veg as well as the cheeky and mischievous groundhogs who have taken up residence.

With the themed area given a Route 83 theme – the main road that runs through Tornado Springs – it has been inspired by the date Paultons Park first opened to the public, May 17, 1983. In addition to the rides, Tornado Springs offers Al's Shop and Service, where guests can purchase their very own driving licence and exclusive Tornado Springs mementos; 50s themed family restaurant Route 83 diner; and two new playgrounds from Eibe, Parking Lot Tots and Junkyard Junction, to cater for differing age ranges. And in a first for Paultons Park, guests will be able to order their Route 83 meal on self-serve screens.

Summing up this latest project at the time of writing, Mancey commented: "Everyone at Paultons Park is extremely proud of Tornado Springs and we can't wait to see guests enjoying the new themed land very soon. Our continual investment into the park's attractions and facilities is a pledge to ensure that we continue to offer the very best in family entertainment for many years to come."

Super Nintendo World immerses guests in the world of Mario and friends



By David Whitworth

ONE of the most eagerly-anticipated themed areas in the theme park business became a reality on March 18 this year. The romantics have looked forward to wandering down memory lane alongside Mario, Luigi, Princess Peach, Yoshi and the infamous Bowser as Super Nintendo World at Universal Studios in Osaka, Japan, opened its castle doors. In addition, the park celebrates its 20-year anniversary since opening on March 31, 2001.

Super Nintendo World represents Nintendo's first venture as a theme park experience. It is a "world" six years in the making but as the saying goes, it was worth the wait. It is also the eleventh themed world to be created at Universal Studios Japan and further illustrates the rise in IP attractions. In May 2015, Nintendo and Universal Parks & Resorts entered a strategic alliance geared towards Universal Studios Japan in Osaka. The investment for a new Nintendo themed land project entitled Super Nintendo World cost more than JPY60 billion (\$546m). The resonance a game like Mario creates through its storylines, characters and music is designed to connect its fan base in a variety of ways. And IP attractions are the latest way fans can get closer than ever to their favourite superheroes.

On June 8, 2017, construction commenced on Super Nintendo World with a groundbreaking ceremony. It was scheduled to open in summer 2020 to coincide with the Summer Olympic Games held in Tokyo. Due to the ongoing coronavirus pandemic, however, its opening was postponed until February 4, which was delayed once again until the spring.

The park website invites guests to "unleash their passion to play" and "immerse yourself with thrills the whole family can enjoy at Super Nintendo World. Let loose in this incredible land of play. Let's-a-go!"

Universal Studios Japan overall covers 54ha (108 acres) and attracts approximately eight million visitors every year. For Super Nintendo World, its themed world will appeal to the broadest range of target market, as Mario successfully does in its much acclaimed game franchise. And much like the famous games, the area is beautifully themed and filled with castles, green pipes, treasure filled boxes and its fabled playbook of songs that will transport guests' senses into the world of their childhood.

Mario originally stepped into the spotlight in 1981 as a carpenter as part of the Donkey Kong game. And, as time

progressed, so did the development of the Mario franchise. Arguably the most famous brothers on the planet, the duo of Mario and Luigi especially captured many a heart through their simple wit and instantly recognisable looks.

As you embark on your journey, the themed entrance at Super Nintendo World is synonymous with Mario – in the shape of a huge green pipe, a hallmark of Mario’s adventures. In an unprecedented look inside the pipes never seen in the game, this version is filled with LED streaming lights and the familiar sound when Mario enters the pipe. The grand warp pipe leads visitors through to the gorgeous setting of Princess Peach’s Castle, with its opaque archways, black and white tiled flooring and beautiful portraits depicting Mario characters. Stepping out of the castle, visitors are met with the breathtaking site of Super Nintendo World in all its splendour – a courtyard set upon two levels with the backdrop of the Mushroom Kingdom. It really is a sight to behold and even more enchanting by night when the kingdom is lit up with fittingly magical effects.

Interactivity is key in connecting visitors with the best experiences and Universal Studios have really excelled themselves in this department. The park has created six

unique, watch style bracelets called Power-Up Bands (priced at \$30) featuring iconic characters from the series. These optional bracelets allow guests to hunt around the park for treasured coins just like in the Mario games. Interactive elements include “hitting” your bracelet under the famous question mark block, which then lights up and makes the iconic coin sound. Thereby, guests earn those coins in conjunction with Super Nintendo’s smartphone app. As well as coins, stamps can also be earned to build up a score. There is also a very entertaining music section where guests can hit six musical note boxes one by one to create a collective symphony from Mario’s much loved musical melodies.

An enticing attraction of Super Nintendo World is Yoshi’s Adventure, which is a family filled ride taking riders along a continuous anti-clockwise track system. Guests climb aboard multi-coloured carts shaped like the lovable and trusty dinosaur Yoshi to commence a journey through the Mushroom Kingdom in search of the Golden Egg which Captain Toad craves to collect. The Captain has lost his map so it is up to Yoshi and guests to hunt for the prized asset.

Yoshi’s Adventure, which sits two passengers to a cart, is a five minute trip and provides spectacular views of Super





Nintendo World. The attraction is classed as an omnimover ride – where the ride carts are constantly on the move. In total, there are 40 animatronics from the Mario series scattered along the excursion. This includes appearances from the Piranha Plants and Baby Yoshi's, making for an impressive technological experience. It is also a wonderfully nostalgic throwback to the video game era. A nod to this is when the ride enters through a themed area based upon Yoshi's Island games. The attraction's beautiful scenery and special effects give riders an all round immersive experience.

The star attraction of the themed land is Mario Kart: Koopa's Challenge, the flagship Mario game. The setting is the stunningly themed Bowser's Castle, the arch enemy of Mario. Once in the queue line, visitors walk up the lavish staircase to pass an imposing Bowser statue. From there, guests can view various Mario trophies in another nod to the video games to set the scene. On entering the ride, guests can see the karts in all their glory with the iconic red "M" for Mario among other colours which adorn the karts. The capacity of the karts is four riders with two rows of two people and the



stadium seating design allows all riders clear viewing, with the back seats on a raised platform.

The adventure lasts around five minutes. Guests wear augmented reality headsets to immerse themselves in the game. The ride travels along a track to gain items and throw hazards of shells to thwart fellow guests. Each guest has access to their own steering wheel and can drive their virtual karts along the track. There are multiple themed scenarios including slaloming through lava, submerging underwater and driving on Mario's most famous circuit – racing along Rainbow Road. It is a must ride for all Mario Kart fans.

The Nintendo store, aptly named 1Up Factory due to the extra life received by the Green Mushrooms in games, is a throwback of true essence. Guests can purchase a whole host of merchandise, from Mario and Luigi's famous dungarees and hats to Mario themed toys and cushions.

Located in Super Nintendo World are various food outlets which are in keeping with the depicted Mario characters. Kinopio's Café (Kinopio is Japanese for the famous Toad) is a creatively themed restaurant which has signature dishes based on Mario characters, such as Mario's Bacon Cheeseburger, Piranha Plant Caprese, Super Mushroom Pizza Bowl and Block Tiramisu.

There are various Pit Stop Popcorn stands dotted around the park entitled Mario Kart and Super Star Popcorn

Buckets. Mario also has his own eating quarters with Mario Café and Store. Yoshi too makes an appearance, with Yoshi's Snack Island offering light bite treats and yogurts.

One of the main challenges of Super Nintendo World was to bring the authenticity of its video games franchise to reality so guests can perfectly relate to the experience. And through a truly immersive experience, the park has managed to connect the different elements of the attractions, such as Bowser's Castle, Yoshi's Adventure, 1UP Factory and Mario Kart: Koopa's Challenge, to their respective Mario characters and features.

Yuri Matsumoto, brand PR and marketing communication department at Universal Studios Japan, gave *InterPark* a further glimpse into the world of Mario, commenting: "Super Nintendo World is an expansive, highly-themed and immersive land featuring Nintendo's legendary worlds, characters and adventures. Guests can feel as if they are playing inside their favourite Nintendo video games – in real life. It is filled with incredibly fun rides, shops, restaurants and interactive gameplay throughout the land. And there is something for everyone, regardless of age or gaming experience."

The Mario Kart: Koopa's Challenge flagship attraction

"Mario Kart: Koopa's Challenge is brought to life through a powerful story and characters, advanced technology in augmented reality, projection mapping and screen projection combined with a physical set that recreates iconic environments in fantastic detail," Matsumoto continued.

"It is the world's first ever Mario Kart theme park ride based on the Mario Kart series of games, which have sold 150m units. Guests put on their headsets which take them through the Mario Kart universe to experience never-ending excitement and thrills.

"Guests are immersed in the game as they steer into the Mushroom Kingdom and throw shells as they race to the finish line with Mario, Luigi and Princess Peach! Win or lose, every race is a brand-new, life-sized Mario Kart experience."

And discussing the Power-Up Band, Matsumoto told *InterPark*: "Universal Studios has developed some state-of-the-art technology to create the perfect fusion of the physical world with the world of video game; one of them is a custom designed wearable wristband that we call the Power-Up Band.

"The Power-Up Band connects guests with dozens of iconic Nintendo items throughout the land in a truly

seamless and innovative way – and the app keeps track of their adventures and any coins, stamps or other iconic elements they earn along the way. There are opportunities to advance through achievements, keep score, compete against each other and celebrate together when you win. I think the seamless integration of the gameplay is one of the most innovative experiences we have ever created at Universal Studios. You're not just playing the game, you're living the game, you're living the adventure."

Matsumoto also commented on the importance of interactivity for guests, saying: "With Universal Studios and Nintendo in collaboration, we are able to deliver innovation to society. Super Nintendo World features a new level of theme park guest experience that blends the physical world with the world of the video game – bringing the world of Nintendo to life in a whole new way for guests.

"The wearable wristband and specially designed app allows them to have interactive experiences, making use of their arms, hands and entire bodies as they explore the new area – making them feel they are truly part of the video game world.

"In addition, Key Challenges feature throughout the area. By collecting a certain number of digital 'keys,' guests can co-operate with other guests who also have keys to unlock additional gameplay opportunities, including Boss Battles against various enemy characters."

Nostalgia tugs as a strong emotion and Super Nintendo World gives its guests the very best nostalgic experience possible. The impressive and authentic themed area promises to live up to the park's billing due to its special effects, picturesque aesthetics and immersive visitor experience. As Mario says best: "Here we go!"

All images
courtesy
Nintendo/
Universal Studios
Japan



Futuroscope adopts holistic approach with park expansion plans

By Michael Mascioni

A GROWING challenge for amusement parks is brand reinvention and differentiation in an increasingly competitive and fast changing market.

Futuroscope in France has adopted a holistic approach to its park and attractions expansion plans over the next 10 years in order to stand out and expand its audience. One of its main objectives is developing new parks and attractions that would appeal “to tourists living far from Futuroscope, including those from other European countries and other parts of the world,” explains Laure Mosseron, the park’s director of marketing and communications. As such, its plan is to become a top holiday and short break destination and extend stays at the park on average from two days to three or four days “by expanding attractions and experiences at the park and expanding the number of parks,” Mosseron explains. Futuroscope’s aim with the park expansion is also to “boost the economy in the Poitiers area and generate more jobs in the area, including 300 at the parks themselves,” according to Mosseron. It will spend “€300m on the parks, 75 per cent of which will be spent in the next five years,” she reports. The park expects to attract 650,000 more visitors at the end of the expansion plan. Futuroscope plans on opening four new major attractions (each with a budget of €20m).

The venue plans on opening Tornado Hunters in 2022, an immersive attraction that “will be a new dynamic rotating platform that people haven’t seen before,” Mosseron asserts. The adventure experience will be inside in a theatre featuring live backdrops and live performances. The platform will turn very fast and give guests a real sense of being immersed in a tornado. It will accommodate 100 people at a time and will be geared to different audiences. The attraction is being developed by Dynamic Attractions.

Futuroscope will also open a space themed hotel in 2022 called Cosmos Station, which will be “linked with our Destination Mars attraction and give guests the sensation of being on Mars. In the 76-room hotel, guests will be able to adjust the view from their room and the lighting,” Mosseron

reveals. One of the unique attractions of the hotel will be the Hyperloop, a roller coaster restaurant which will allow guests to order dishes electronically; these will then be sent down the coaster to the guests. Mosseron claims this will be the “first roller coaster restaurant in France.”

The park also plans to open another hotel in 2023 that will be like an ecology lodge around a small lake. The 120-room family lodge will be built in wood and each bedroom will have a different view.”

In addition, an Amphitheatre built by the department of Vienne will open in the spring of 2022 near Futuroscope. The Arena amphitheatre will host cultural, sporting and entertainment events, as well as conferences and events run by Futuroscope, and will have modular seating for 1,300 to 6,000 spectators. Futuroscope plans to organise shows at the theatre during the summer.

The park is also developing a themed indoor waterpark called Aquascope, which will open in 2024. Mosseron says the park will have a “very different atmosphere” from that in typical aquatic parks, stressing that “there won’t be just palm trees.” There will actually be three areas in the park, including one for children, one with dynamic and immersive attractions and one with thrilling slides. This area will have a “futuristic atmosphere with experiences that have never been seen before, maintaining the immersive technological identity of Futuroscope.”

Outside the park, a plaza will be created that will connect the two hotels, aquatic park and theatre. That area will have trees, grass and a waterfall. This “Plaza hat” will feature statues, art and artistic benches that will create a different atmosphere.

Futuroscope is also making a major long-term commitment to reducing energy consumption. By 2025, the park plans to “1) aim at zero carbon emissions and zero use of fossil fuels; 2) generate 70 per cent of the energy in our parks ourselves through investments in solar, hydro and geothermal energy; and 3) reduce water use and waste and have a fleet of zero-pollution site vehicles,” reports Mosseron.



Buyers' Guide

WELCOME to the annual *InterPark* Buyers' Guide for the theme park, waterpark and FEC industries.

The guide provides a key reference point for park operators and others looking for companies from around the world which supply products and services to the industry. It is a comprehensive, but by no means exhaustive, listing of some of the key providers of rides, attractions and services and aims to cover all the main equipment and service sectors.

In addition to the directory listings within each category, the guide also incorporates a number of company profile articles to provide our advertisers with additional exposure in recognition of their support of *InterPark* in this issue and others throughout the year.

If your company is not listed in this year's guide and you would like to be included in the future, please send full company details to us at john@interpark.co.uk and we will ensure you are added to the 2022 guide.

The information and company details provided within this Buyers' Guide were, to the best of our knowledge, correct at the time of going to press. If, however, any details require updating, please contact the *InterPark* office (details on Page 78).

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3D/4D theatres & simulators

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SIMTEC Systems is one of the leading motion base attraction suppliers, in particular for customised simulator systems such as Flying Theatres, motion simulator systems and interactive dark rides.

Simtec provides motion platforms and turnkey solutions for top-class simulation attractions, including media content, special effects, AV technology and screens.

With the HEXaFLITE®2.0 Simtec presented its unique new Flying Theatre. This new design incorporates technology which has been proven over many years, but newly developed additional features make the flight even more exciting:

- Full 6-DOF motion in loading position
- Full 6-DOF motion during tilt movement into Flying Theatre position
- Seats can be tilted backwards in the loading position – optional extended screen or decoration in the ceiling area

The HEXaFLITE®2.0 combines a traditional open cabin simulator ride with the successful Flying Theatre.

In 2021 Simtec launches its new HEXaFLITE®4&8 mini! This mini Flying Theatre for four or eight passengers can be moved with an electric or hydraulic 6-DOF motion system. The special system design is developed for limited room heights (5m and higher).

Additionally, the FUNRIDE motion base simulator family has grown further. Simtec has taken its first FUNRIDE 30 CCS (closed cabin system for 30 guests) into operation in the Middle East.

Most FUNRIDE systems are based on 6-DOF hydraulic motion systems. The FUNRIDE can be designed as an open cabin simulator (FUNRIDE OCS) in front of a huge screen with multiple units or as a closed cabin simulator (FUNRIDE CCS) with on-board 2D or 3D projection systems. Alternatively, both systems can be mounted on a track for an immersive tunnel experience (FUNRIDE TR). A 360 degree turntable function can also be integrated into the open cabin solution to direct the passengers to the media content in a dome projection attraction.

Noting that systems are getting more complex, more effects and interactivity are demanded and technical requirements are continuing to increase, manufacturers must provide the highest quality of components and media content to clients and as such, Simtec has more recently expanded its portfolio to offer turnkey projects if required – guaranteeing the best possible guest experience!

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Hunderfossen Eventyrpark

From concept to creation, we just knew Reodor Felgen's Hyperakselerator at Hunderfossen Eventyrpark was going to be a stand-out attraction. From some of the very first concepts that were produced to how they evolved with the storytelling process to capture the narrative of the ride, each element – the theming, media and ride system vehicles – works together in perfect harmony to truly immerse riders.

The attraction is based around the characters from the famous Norwegian author and illustrator, Kjell Aukrust's, Flåklypa Universe and features Solan and Ludvig as they test out Reodor, a crazy Norwegian inventor's solution to major climate challenges, related to sustainability in the automotive and transportation industry.

It was a first for Simworx, as the project kicked off during lockdown while we were all still working remotely, with the team utilising Zoom throughout, instead of having meetings in person. But despite the initial challenges of it all, we pulled it off. Even when we were unsure how the install would be possible with travel restrictions, one of our dedicated service team quarantined in Norway to be on site to supervise the installation, with remote support from the team back in England.

The ride consists of four, 8-seater, Stargazers that utilise 6DOF motion simulators, which allow for a wide variety of movements and make the ride both smooth and adrenaline-inducing. The ride vehicles, with industrial DIY inspired theming, were designed to look like Reodor's Hyperakselerator from the story and combine old and traditional elements to resemble something of a snow sleigh with a high-tech upgrade. The vehicles are positioned in front of a huge 16m, 3D projection screen. Each Stargazer is fitted with on-board special effects including water

spray, wind and leg ticklers and even an interactive Hyper boost button for guests to press at the appropriate time to enhance the story's realism.

Entering the attraction, guests walk through a beautifully themed hut, designed to look like Reodor's workshop and full of all sorts of knick-knacks and inventions. Illustrations by Kjell Aukrust cover the walls and pre-show media sets the scene for the adventure visitors are about to take. Theming for the attraction was designed and constructed by Farmer Attraction Development Ltd. Continuing through to the show area, guests are encouraged to take their seats on their very own Hyperaccelerators, strapping in tight as they embark on a test flight with Ludvig and Solan from the very top of Pinch Cliff. The film begins at Felgen's workshop, guests being entertained by Solan and Ludvig's witty commentary before setting off on a crazy and unpredictable dash down the mountainside. The custom produced media for the ride was provided by Norwegian animation company Qvisten Animation, an award-winning film maker who already knew the characters of the story very well, having previously created animated features centred around Aukrust's books.



Simworx is thrilled with the final outcome of Reodor Felgen's Hyperakselerator and feels it is a great example of the kind of attraction that can be achieved when combining high-quality 3D media with elaborate storytelling, using relatable and quirky characters that appeal to the whole family and providing lots of humour along the way. The attraction also features beautiful theming that starts from the outside of the building, moves through a stunningly themed pre-show area and is carried through to the ride vehicle theming – encapsulating the wonderful stories of a Norwegian icon. All these elements are pulled together by a phenomenal ride system that brings thrills and laughter to the whole family.

The attraction is one of Hunderfossen's largest investments in its history and with a yearly attendance of 250-300,000 guests is a fantastic addition to the Norwegian park that will surely be welcomed after a year of closures.

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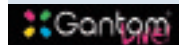
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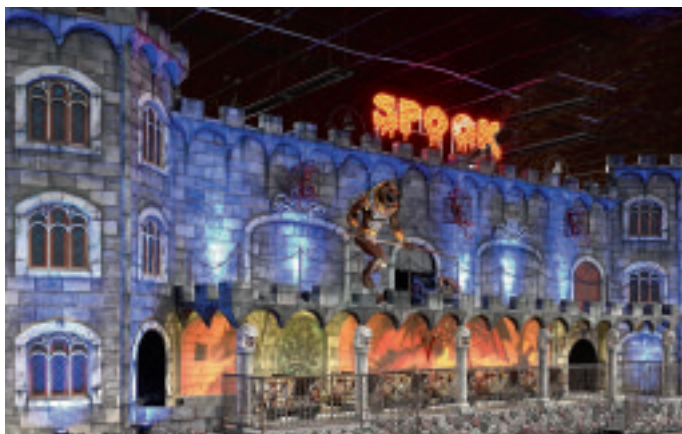
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BERTAZZON 3B is a leading supplier of amusement equipment to the theme park and attractions industry. With its history dating back to 1951 when three brothers started offering repair work to amusement equipment, Bertazzon 3B (standing for three brothers) as it operates today, was officially established in 1963 and has been exporting products all over the world ever since.

Located in the Treviso area of northern Italy, while the company supplies children's rides, karts, major rides and bumper cars, it is the one-of-a-kind horse themed carousels it produces that have made this brand famous within the wider attractions industry. Distinguished by a characteristic charm and inspired by nearby Italian town Venice, the Bertazzon carousel is carefully styled and finished by expert craftsmen and can be supplied in standard or customised versions, whether for an amusement park or trailer mounted for carnival use.



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ETF Rides can be experienced at many parks, all over the world. A few examples include Europa-Park in Germany, Efteling in the Netherlands, Legandia in Poland, Warner

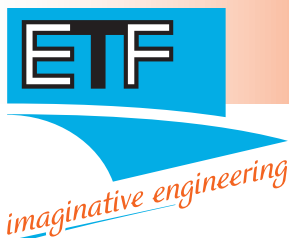
Bros. in the UAE, Walibi Belgium, PortAventura in Spain, Lotte World in South Korea and Lego Discovery Centres in many different countries. We are very proud of the excellent customer feedback we receive, but also of the fact that we have received many awards for various rides. Valuation by customers and the trade press is something we work very hard for.

2021 ride development

ETF president Ruud Koppens comments: "Dark rides are very popular, especially the trackless ones which provide an extra dimension. Recently the Lego Factory Adventure Ride opened in Legoland New York. This Lego factory themed dark ride, based on ETF's trackless Xperience Mover ride vehicle, offers a "brick's eye view" of the creation process of a Lego brick. During the ride, Holovis technology sees visitors virtually turned into Lego Mini figures. It is a great example of 'imaginative engineering' and there is more news on ETF developments to come soon!"

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FOUNDED by two brothers over 40 years ago in the region of Veneto, northeast Italy, Gosetto has consistently built upon its impeccable reputation over the years, winning new clients and business along the way. This is, in part, thanks to the on-going and significant investments made as a company.

The Gosetto name is renowned throughout the world for its reliable, high quality products that focus on client satisfaction. Founded in 1977, one of the company's very first installations was a go-kart track at the military base of Vicenza and the brand is now well-known in the amusement industry for the manufacture of fairground attractions.

This passion and knowledge has been passed down through every generation, with founder Elio Gosetto's son Luca and daughter Lisa continuing his success and growing the company to an even bigger international level. Indeed, the manufacturer has grown to such an extent that in recent years a sister company, Evocompositi, has opened, specialising in the production of fibreglass and carbon fibre products, allowing Gosetto to handle the complete manufacturing process of its products by itself.

Over the years, Gosetto has manufactured various product lines, including its world renowned bumper car buildings, dark rides, fun houses, merry-go-rounds, rodeos, flying cages, go-kart tracks and karts, as well as several ranges of



indoor rides, all of which are available in various versions, both for permanent parks and for travelling fairs, and with various themes based on the requirements of each client. All Gosetto rides are available with TUEV/CSEI/ECO approval if needed.

Gosetto srl

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FunHouse



MarcoPolo



Thrill ride Top Spin Suspended at Sea World, Australia

BASED in Bremen, Germany, Huss Park Attractions GmbH is a leading, internationally renowned company specialising in the design, development, manufacture and sale of amusement rides for theme and amusement parks. The company is a well-known and long-established German brand with an excellent reputation for high quality, reliability, outstanding performance and successful attractions. The HUSS® team has extensive experience in the fields of engineering, project management, installation, supervision and after sales services for amusement rides.

Huss Park Attractions offers an extensive ride portfolio for parks worldwide, with products being grouped into four main categories – Classic Rides, Family Rides, Giant Rides and Film Based Rides. These include attractions such as the Sky Tower, Giant Frisbee, Condor, Top Spin, King Kong, Movie Base XS and Explorer.

The company's customer base is spread throughout the world and encompasses a wide variety of venues and clients, including amusement and theme parks, outdoor and indoor parks, tourist attractions and resorts, park designers and park developers. Customers include those in regions such as Europe, Russia, Asia (in particular China, Korea and India), Middle East, USA and Australia.

HUSS® prides itself on providing a first-class after sales support service to clients anywhere in the world through its Huss Parts & Service GmbH company. Many HUSS® attractions are still in operation up to 40 years after first beginning their working life and service and spare parts are provided around the clock for all those rides still in operation.

Sales activities

Despite the COVID-19 pandemic, HUSS® is pleased to report that it still has a number of significant projects under discussion with clients in China, Korea, USA, Australia,

Europe and Russia. However, due to non-disclosure agreements client names cannot be revealed, suffice to say that some of these projects are in an advanced stage of progress. The company is able to ensure a sustainable and successful future and further details of these projects will be made available at a later date.

The continuity of the solid order book is reflected in the company's recent projects – the Top Spin Suspended at the Dream Island indoor venue in Moscow, Russia, and the Top Spin Suspended at Sea World's New Atlantis Precinct on the Gold Coast in Australia.

Among some of the HUSS® attractions that continue to prove popular at venues globally are several from the company's Classic Rides range, including the Sky Tower, Condor and Giant Frisbee. All are available with unique, complex theming designs and illumination concepts specific to individual customer requirements and which enable them to fit perfectly into existing themed areas. Design and technological updates on all rides ensure they always remain popular with guests and successful for operators.

Trade show activities

Each year Huss Park Attractions supports its global sales efforts by attending all the major attractions industry trade shows around the world.

This year, the trade show activities are picking up steam again and HUSS® is resuming and indeed intensifying its trade fair activities. Thus, they are again in the position to maintain personal contact with their customers within the framework of the trade shows. In addition to the China Attractions Expo in Beijing, which was the starting point for them, HUSS® will participate in the IAAPA Expo Asia in Shanghai, the IAAPA Expo Europe in Barcelona and the IAAPA Expo in Orlando.

And for the first time the company will exhibit at the Saudi Entertainment and Amusement Show in Riyadh in early September. HUSS® is particularly looking forward to the opportunity to make new contacts at all these events and to see existing clients once again.



120m high Sky Tower at Window of the World, Changsha, China

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Interlink

FOUNDED in 1982 by John Hudd, the Interlink Group designs and manufactures a range of high quality, affordable, water based attractions for installation in theme parks, amusement parks and waterparks.

Interlink's product range includes Log Flumes, Super Flumes, Mini Flumes, Rapid Rivers, the interactive Water Battle, Spin Boat, Big Chute and Enchanted River, thus allowing the company to cater to a wide variety of customer requirements and an equally wide range of age groups.

In addition to water rides, Interlink offers Panoramic Towers and transport systems. All these attractions can be supplied with special effects and they are generally designed and custom made to suit the requirements of the client and the specifics of each location. The company also has a used rides division which helps clients sell and buy used rides, including roller coasters, family rides and children's rides.

Interlink has been working on various new ride projects during the past 12 months with a number set to open by the end of this year and others in 2022. Among these are a SuperFlume and Water Battle ride for a new park in the US, which are due to make their debut at the end of 2021/early 2022. Additionally a dark boat ride attraction is being built for a major client in Vietnam which is also due to open before the end of the year, while a children's monorail is another ride set to be installed in Vietnam for 2022.

In the Middle East, Interlink has signed a contract with Qetaifan Projects to design, manufacture and install a SuperFlume ride for their new waterpark project on Qetaifan Island North in Qatar. The new SuperFlume will be the first ride of its kind to be installed in Qatar and it will have several unique and exciting features. Previous SuperFlume installations have included the example at Trans Studio in Indonesia where the first ever Immersive SuperFlume made its debut, this featuring an immersive tunnel element developed in conjunction with UK company Simworx.

Interlink is also in the process of finalising two large projects in China, details of which will be made available at a later date.

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Founded in 1982, Interlink designs, manufactures and supplies a wide range of water rides, including log flumes, super flumes, mini flumes, rapid rivers, water battle (interactive), spin boat, big chute and enchanted river – all of which allow the company to cater to different customer requirements and a wide range of age groups. In addition to water rides, Interlink also offers Panoramic Towers and transport systems. All these attractions can be supplied with special effects and they are generally designed and custom made to suit the requirements of the client and the specifics of the location involved. Interlink also purchases and sells used rides, including roller coasters, family rides and kiddie rides.



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www.interlink-lg.com

World of Rides

"GOOD, better best... never let it rest... until the good is better... and the better... best!" has always been the goal of World of Rides for each of the company's 72 model range of rides built over the past 52 years.

And now, maintaining that principle, the newest version of its 2WD Outlander Driving Experience, which was designed and built during lockdown, has double the power output, allowing it to run on most non-smooth outdoor tracks, such as short grass and woodland trails, and even climb those surfaces with slight inclines.

The large twin seat, 2WD Outlander Driving Experience can also be run as an off-road driving school as the vehicles are built with a fully working dashboard, with ignition key to start, and have fully operational seat belts, horn, head lights, direction indicators, accelerator and brake pedal with rear brake lights.

This also makes them especially suitable for use as an edutainment attraction in any venue for unaccompanied "Kidults" of any age from eight to 80-years-old, either coin-operated or run using a remote Stop/Start system for use when being used under operator supervision. The transmitter itself is also now upgraded to rechargeable lithium batteries, complete with its own plug-in battery charger.

The cars have built-in safety barriers fully surrounding each vehicle, are CE tested and have a 12 month back-to-base



warranty, five year chassis warranty and full HSE - BACTA-ADIPS documentation. They can also be produced in any specified themed colour schemes, not just with decals stuck onto them, while short delivery timescales also mean that operators can now have a brand new family attraction up and running in around just four to six weeks.

World of Rides

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IN this challenging year, the Zamperla Group is proud to have launched the ambitious Z-Funweek project - 10 product launches in 10 months, and every half of the month the company presents a week full of special projects, a regular event to discover a brand-new Zamperla attraction through to the end of 2021.

The journey began in February 2021 with the launch of ChronoZ, an ideal attraction for all the family and a versatile tweeners ride that accommodates up to 12 passengers per cycle, secured by an over-the-shoulder restraint system aimed at maximising both comfort and safety. ChronoZ has the perfect dimension for every kind of location, both indoor and outdoor spaces, thanks to its contained footprint, meeting different needs and guaranteeing a family affair of fun and adventure.

The second stop of Zamperla's Z-Funweek saw the launch of Gryphon, one of the few rides in the market offering a single rider experience and a state-of-the-art attraction that reminds us of old fashioned classics with a thrill combination of gravity and accelerations.

The Super Flume Ride (pictured) is one of Zamperla's latest attractions. Launched last April, it combines the splash of a Shoot-the-Chute with a traditional flume experience, providing a unique, fun-filled experience in which each drop looks like a scenic waterfall thanks to water pumps installed at the top.

The fourth brand new attraction that the Zamperla Group has presented in 2021, up to now, is Pump&Jumpz, the first interactive bouncing tower that combines airtime, drops and amazing bounces. Pump&Jumpz is the perfect attraction to have fun on and create unique memories with all the family, thanks to its special features and its colourful theming.

Antonio Zamperla S.p.A.

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Our team develops the ride, attraction or FEC from concept up to final delivery and beyond. We are committed to ensuring budgets and schedules are respected, managing all design and production processes. Each masterplan is supported by experience design and storytelling techniques, advanced and proven technologies and comprehensive production services. We apply a successful collaborative approach between seasoned BoldMove experts and trusted suppliers, complementing and reinforcing your internal team and own resources.

Welcome to Marsupilami's immersive universe

BoldMove selected the Marsupilami IP to develop Houba World, an amazing and scalable concept for an immersive indoor entertainment centre, offering a range of exciting media-based attractions. The Houba City Urban Experience Centre (UEC) is designed to attract visitors and increase footfall and retention at leisure and retail venues. A mix of fun VR, AR, interactive and mixed-reality attractions challenge visitors in improving personal and creative skills with families and friends. Media content and gameplay is completely tuned towards joining the characters in their fun and action-based adventures. A new and innovative approach is the distributed pop-up format, allowing shopping malls or other venues to spread attractions over different available or empty spaces. The attractions can be experienced individually or as part of an exciting adventure trail across the premises. After a certain period, attractions can be replaced or moved to other locations, similar to a travelling interactive expo.

Smashing dark ride experiences

Based on years of expertise in designing and building dark rides around the world, BoldMove offers customised dark rides alongside a range of smart and affordable solutions. We understand how to excite and immerse players by



combining the most suitable technologies with a fun gameplay and compelling story. We can build a dark ride as a stand-alone version in a park or leisure venue, or it can be integrated into a themed area or FEC environment.

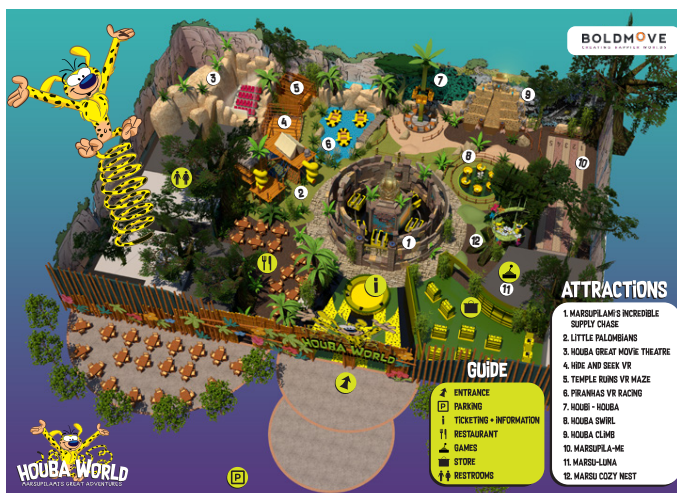
Smash & Reload is a compact and high-energy, all-family ride that will boost your venue, with high repeatability due to the scoring system. Track-based vehicles take up to six people along an amazing light and sound show. The hilarious TooMush IP and related gameplay is custom built for Smash & Reload. Our likable and universal "Mushies" are 3D-animated characters with specific personalities, adding a special touch of humour to the ride and scenery.



New dimensions with AR Hybrid Quest

AR Hybrid Quest is a mixed reality game held in a dedicated or themed area, which is entered via a virtual gate at a physical location and finishes in a themed treasure room. In between, guests are guided to different physical places with virtual assignments. Besides an engaging and super fun way to discover a park, this interactive treasure hunt offers a lot of opportunities for promotional and loyalty programmes and helps to optimise visitor flows and existing infrastructure.

The entire AR Hybrid Quest is done on the visitor's own smartphone, eliminating the need for specific devices to distribute, track, clean and maintain. The gameplay is very intuitive and invites visitors to improve scoring, while the park's intervention is limited to laying out the path or adjusting it to the times of day.



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Image courtesy Severn Lamb





ESTABLISHED in 1947, Severn Lamb leads the way in 21st century craftsmanship creating exceptional vehicles and visitor experiences for the world's top leisure venues, commercial enterprises and museums.

Severn Lamb provides a full turnkey package to clients, including the manufacture and installation of trains, trolleys, track and the associated infrastructures, alongside a wide range of other products and engineering services.

The company is currently involved in a variety of projects both in the UK and overseas, among these being two fully custom built battery electric ultra-light rail trains for Southend Pier. Delivery is due in mid-summer this year and the new trains will replace those currently in operation on the pier that were also supplied by Severn Lamb, back in 1986. With an increasing number of operators looking for greener, more efficient transport systems, Southend Borough Council looked again to Severn Lamb for a more up-to date solution for its pier trains, one that blends a modern style

with a nod to early 1950s heritage. The two trains will run the length of what is the UK's longest pier.

Also in the UK, Kew Gardens in London has taken delivery of two battery electric Landaus from Severn Lamb to replace the venue's Explorer vehicles, while Nottingham Castle will debut the first electric, road legal Severn Lamb Land Train in the UK in the coming months.

Elsewhere the company is currently working on the production of two custom designed battery electric trains for the Aquatar theme park on Qetaifan Island North in Qatar where a new waterpark/hotel venue is being constructed. Themed as old oil tankers in keeping with the overall theming of the park, the two new trains are set for delivery later this year. Among other deliveries due in the future, although full details are yet to be made available, are a number of full-scale working Metro carriages which will be sent to a so far undisclosed client.

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Image courtesy
Zamperla



JINMA Rides, aka. Golden Horse, is a leading, global supplier of amusement rides and attractions. Its predecessor ventured into the ride manufacturing business in 1983 and ever since, Jinma Rides has been growing steadily to become the largest ride manufacturer and supplier in China. Jinma became a listed entity on the SZ Stock Exchange in December 2018.

Subsidiaries and specialisation

Over the years, Jinma Rides has evolved to specialise its business components and diversify its business scope/activities. In this way, it believes it can achieve excellence and professionalism while also building up capacity potential to exploit segmented markets. Currently, Jinma Rides has 10 subsidiaries with one of them operating in Switzerland.

Headquartered in Zhongshan, Guangdong, Jinma Rides constitutes the company's largest R&D and production base equipped with a complete set of advanced production facilities and equipment. The main base focuses on the R&D and production of conventional park rides. By engaging professionals from various disciplines and well-trained workshop workers, a significant number of roller coasters and Ferris Wheels are developed and outputted from this base every year.

Among its subsidiaries, Jinma Immersive Technologies Co. Ltd. specialises in the design and manufacture of media-based immersive rides. Ever since it was founded, it has developed and supplied the market with a number of popular dark rides, including a 96-seat Flying Theatre, media-based interactive coaster, self-driven racing coaster, media-based suspended coaster, launched coaster and media-based drop tower.

Additionally, Jinma Amusement Engineering Co. Ltd. is tasked with fabricating coaster tracks and structures. Using state-of-the-art facilities and equipment, the engineering company is capable of producing smooth tracks for all Jinma's coaster installations.

Noble Rides is Jinma's operational arm in overseas markets. Located in Bern, Switzerland, it specialises in the development and sales of amusement rides and caters to European market and other major regional markets.

Rides portfolio

Over the decades, Jinma has developed a large portfolio of more than 300 rides within 13 categories, covering coasters, tower rides and immersive attractions as well as various flat rides.

Jinma Rides continues to explore and enrich its products, adding a considerable number of new rides to its product portfolio each year, providing the market with new and exciting attractions on a regular basis.

Capacities at all levels

A strong technical capability largely contributes to Jinma's success and its current dominant market position. Engaging top professionals in the industry, Jinma has been able to assemble a professional research and development team, headed by leading experts in respective disciplines.

With its capacity in machining, FRP moulding, metal heat treatment, welding, electronic and electrical manufacturing, assembly and installation and audio and video system integration, Jinma is able to deliver products that meet particular process requirements and creative intents for projects of various sizes.

Quality is the key

Jinma positions quality management at the heart of all its operations. It adopts a life-cycle quality control system for every single ride it delivers to ensure the final installation is safe, reliable and able to meet the client's creative intent. Right from conception, engineering, techniques, material procurement, processing, fabrication and assembly, inspection and installation to the final delivery, processes at every sub-level have been tracked and controlled at each stage.

Markets and clients

Jinma has gained a large market share in the domestic, high-end amusement attraction market, supplying supreme ride products to domestic theme parks and major amusement parks. Globally, Jinma has installed its rides in over 30 countries and regions. It has put in operation more than 320 roller coasters across the globe. Additionally, as the only China-based rides supplier involved, Jinma has worked closely on several ride projects with internationally renowned park brands.

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AS a family business Mack Rides can look back on a 240-year history and is today one of the market leaders in the development and construction of amusement park attractions.

Using innovative new developments and customer-orientated ride construction, Mack Rides has always influenced the world of theme park rides like almost no other company. The unique constellation of being a ride manufacturer and park operator allows Mack Rides to develop – from practice, for practice – optimal solutions for our customers. It's exactly this uniqueness that builds the solid foundation of our areas of expertise: quality, reliability, durability, investment security and design.

Anyone entering the company building in the small town of Waldkirch in southern Germany soon gets a sense of the inventive spirit and real passion for speed and technology ever-present in this bright and modern space. What began as a small craftsman's business has evolved into a smart global player of international standing that has nonetheless retained its down-to-earth credentials. The medium-sized company still builds every single ride individually in Waldkirch before shipping them around the globe.



With the new Xtreme spinning coaster Ride to Happiness at Plopsaland in Belgium, Storm Chaser at Paultons Park in England and Expedition Krampus at Nigloland in France, several major rides have opened to the public this season.

The Xtreme spinning coaster marks another innovation from the German manufacturer – it is the first roller coaster that not only spins freely during the ride but also performs inversions. With loops, corkscrews and twists this product delivers unique thrills during each and every ride; due to the unbalanced load weight of the passenger cars the spinning movement is always different and therefore no one ride is the same as another. And in order to limit the spinning speed a magnetic brake is installed beneath the passenger platform to brake the rotation.

In particular, the powerful launches and forceful turns and inversions make this layout one of the most anticipated in the industry. With Ride to Happiness Mack Rides has delivered a true masterpiece for the Belgium park which will be a landmark attraction for many seasons to come.



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VEKOMA has the world's largest in-house expertise centrum. It's where cutting-edge engineering meets creative design and imaginative storytelling to create an experience like no other. Our passion for the pure joy of the ride is reflected in the game changing attractions produced by our experts who work in this group – from creative design and high-precision engineering and manufacturing to service and after-sales. This means we have full control over every aspect of your project, so you know the end result will fulfil your creative and budgetary requirements and meet the most stringent standards for safety, quality and comfort.

Expert in every twist and turn

Our dedicated workforce is your partner in co-creating the full ride experience – from designing the tracks and trains that fit your specific wishes to creating themes and complete storylines that are an irresistible magnet for new visitors. Choose from all time family adventure coaster favourites like the Family Coaster, Suspended Family Coaster, Boomerang and Suspended Thrill Coaster to Motorbike launch coasters and Splash Parties.

Our Adrenaline Rush and Mega Coasters find new ways to delight thrill seekers with sharper turns, faster speeds, bigger drops and spectacular views. New multi-media attractions break new ground in entertainment to build traffic for a variety of venues. Whether your project is aimed at children, teens, parents or grandparents, Vekoma Rides can help you create a thrilling and memorable experience that will stand the test of time and keep your visitors wanting to come back for more.

In the post COVID-19 era, many theme and amusement parks have reopened to the public. Vekoma is happy to announce that our next gen Top Gun Launch Coaster has recently been opened at Fanta Park Glorious Orient in Ganzhou and Ningbo in China. In the USA – at the iconic location of Coney Island, New York City – a custom design Suspended Family Coaster Phoenix has risen at Deno's Wonder Wheel Amusement Park. Another 2021 opening that is expected in Europe is the Shockwave Double Launch Coaster Abyssus that will be the eye-catcher of the new Aqualantis area at Energylandia in Poland.

Top Gun Launch Coaster Fighter Jet

At Fanta Park Glorious Orient Ganzhou and Ningbo you'll find Vekoma Rides' next generation Launch Coaster Top Gun which packs the adventure of a lifetime and is themed around an aircraft carrier take-off, sporting four fighter jet trains with a maximum of eight passengers per train. After the power launch, that sends rides to 97 km/h in a mere three seconds, riders experience several duelling train effects, no less than five breath-taking airtime moments and four inversions. This flight is sure to thrill the bravest of pilots!

Custom Suspended Family Coaster Phoenix

Vekoma's custom Suspended Family Coaster Phoenix has risen at Deno's Wonder Wheel Amusement Park at Coney Island, USA. This ride offers a memorable, exciting and repeatable experience due to its compactness and the exclusivity of the different ride elements. Among Phoenix's most exciting moments is a near-miss with the Wonder Wheel with a curve that packs a 3.4G downforce. This SFC layout is unique in that it allows guests to walk safely under major parts of the ride as the train navigates to great heights, turning and manoeuvring, providing exciting views for riders and spectators alike.

The open seat design and restraint system provide an optimal and secure fit, ensuring a sensational experience of freedom with riders' feet dangling free in mid-air. Guests experience the flying sensation with an unobstructed view downwards without the inversions and speed of a full-scale suspended coaster. A fun and thrilling ride, suitable for the entire family!

Shockwave Double Launch Coaster Abyssus

In 2021 Energylandia in Poland will open the new themed area Aqualantis featuring Vekoma's Shockwave Double Launch Coaster Abyssus which has a variable lay-out with high pacing and unique and surprising elements. The experience includes no less than four inversions, seven airtime hills and five forceful turns and twists – a unique combination of thrills that does not let up until the final turn.

Whether you want to create a new family coaster that appeals to children, teens, parents and grandparents, are looking for a new heart-pounding experience to delight thrill seekers or want to develop any other attraction that will make your venue a success, Vekoma will assist you to discover more!

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TOP GUN LAUNCH COASTER 'FIGHTER JET'
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Zamperla is proud to show off the changes in the Zamperla Roller Coaster Division that come from seven years of hard work. While the name is the same, the company has invested further in the division, which allows it to move forward in 2021 with a new approach and distinct advantages. These include:

People

Zamperla has added team members that speak the language of coasters in both engineering and sales roles. It is bringing these new viewpoints to products as its team unveils new coaster concepts throughout 2021 and beyond.

Technology

The company has revamped its engineering to fabrication pipeline so it can offer some of the best coaster experiences possible. Zamperla has brought a vast majority of its production in-house to ensure the highest product quality from start to finish.

Innovation

Over the past five years Zamperla has installed some of its best roller coasters. Projects such as the Junior Coaster at Ferrari World, the Factory Coaster at Wuxi Sunac Land, the Super Twister at Warner Bros. World Abu Dhabi and the Thunderbolt at Mundo Petapa were next-level for the company. All of these featured not only the latest coaster technology, but also new and innovative vehicles as well as prototypical ride elements like a vertical drop track.

Double Heart Lightning

All of this innovation led Zamperla to create its tallest coaster to date, the Double Heart Lightning, which debuted in June.

This coaster features three launches to start the ride experience and stands 50m tall. The experience is not only thrilling, but also utilises Zamperla's thrill platform, the Lightning Trains. These vehicles are not only comfortable but incorporate an aluminum-milled chassis, which greatly reduces the amount of NDT required and lowers the cost of ownership. The roomy vehicles allow for fast entrance and exit, which in turn enables higher and more consistent hourly capacity.



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Image courtesy Empex Watertoys





FOUNDED in Istanbul in 1976, Polin Waterparks is considered one of the world's leaders in the design, production, engineering and installation of waterparks and waterslides, having completed over 3,000 waterpark projects in 109 countries.

Polin's high-capacity, state-of-the-art plant covers 35,000sq.m and is able to provide an extremely quick turnaround with a team of 1,500 from 74 nations spread across 19 international offices, 65 partners and distributors worldwide. Its signature rides are particularly exciting – presenting unparalleled design, intense rider experiences and creative theming.

Polin Waterparks has accomplished numerous milestones over the years, including the installation of the first waterparks in many countries, as well as winning awards for rides at world-renowned parks. Recognised for offering the industry's widest range of products, including signature rides such as the patented King Cobra, Magic Sphere, Spheres, Magicone, Space Shuttle, Storm Racer, Stardust and Space Race, Polin is a pioneer of the advancement and application of closed-moulded manufacturing technology in the waterslide industry.

The manufacturer is also able to provide clients with Combo Options, combining multiple slide experiences in one ride. Racing, thrill and more fun in the same ride, there are nine design options that can be customised and enhanced for each specific project: Graffiti, Mosaic, Triangulated, Wood 'n Slide, Reflection, Honey Comb, Slide 'n Roll, Chameleon and Granite.

Polin is well-known around the world for its high profile project collaborations that include the likes of Cartoon Network Amazone – an internationally branded water theme park in Thailand with themed waterslides from Polin. This project won the company a WWA Leading Edge Award – an accolade presented to a park and supplier who have brought a project or product to fruition and have created industry innovation and leadership.

Most recently, Polin launched the Time Rider waterslide, featuring the largest bowl in the world and the capacity of four possible paths for riders. It also features the "wormhole" where guests walk down an observational walkway with special lighting effects while they watch the attraction in action. Themed and compatible with the company's innovative transparent water slide system, known as Glass technology, riders can also experience the thrill of the ride's unique VR applications. Time Rider features a maximum acceleration and zero gravity with guests experiencing speeds of up to nine-metres-per-second and a side drop of 40 degrees during the 175m long slide.

From a technology stance, Polin has also launched next level image recognition technology for waterparks – known as the AIPX. Making it easier than ever before for visitors to waterparks and amusement sites with water attractions to capture their memories, the technology has been dubbed as "next-level image recognition" and uses a highly innovative face recognition system.

Featuring specially developed artificial intelligence architecture, AIPX is able to detect an individual even if the face is partially covered, their eyes closed or the guest is screaming. By placing AIPX cameras around a waterpark, sites can capture these special memories in real-time; the action can be captured in live videos as well as stills from the best angles for optimum memory capturing. With instant uploads to the visitors' phones, guests also don't have to waste time queuing for experience snaps and therefore get to spend more time in the waterpark. The AIPX system also provides operators with data insights and analytics based on age, gender, location, times and relations.

Polin is also very proud to have installed the very first glassy waterslide anywhere in the world; the first fully transparent composite Looping Rocket waterslide. As well as this, even with the pandemic going on, advances have continued at Polin with another unique composite manufacturing technology in waterslides introduced in a project – Utexture – as well as two new products.

The first of these is Stingray, a four-lane, eight-passenger, high-capacity racing tube slide, the theme being totally inspired by nature with a unique ride configuration. The second new product is Wonder Flux, a one or two-person dark tunnel ride offering wonders through an advanced projection mapping technology. This system enables the showing of different themes randomly and creates wonderful visual effects through the slide with a unique technology.

Polin Waterparks

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The Art of Aquatic Play

EMPEX Watertoys strives to create water features that are unique and visually different from the standard water features seen today. Using larger pipe sizes and vibrant colours allows us to create water features that are bigger, bolder and brighter. The name “Watertoys” was coined to signify the creation of water features that are meant to be played with through creative interactivity with water flow, jets and sprays in different forms.

Empex Watertoys strives to constantly create new and exhilarating themes for its products. A recent creation is the AQUABILD line of products, showcasing water features themed to construction. Dump truck slides, jack hammers, rollers, excavator tipping buckets, construction pylons and signage create the atmosphere of an interactive construction zone.

Candy canes, jelly beans, ice cream and lollipops are the inspiration behind another one of Empex Watertoys’ latest water play lines, AQUADOLCE. With swirls of colour added to the individual water features that surround the climb and slide structure, a magical world of sweet water enjoyment is created for children and adults alike.

Splash parks are a relatively small investment, which can increase the length of stay in a theme park or waterpark. With Empex’s signature tactile rounded forms paramount for safe play, they lend themselves well to the theme – spheres, domes, twists, ripples, wiggles, circles and balls are intermixed into a myriad of playful shapes and structures, with candy colours added to create the magical aquatic play area.

Empex Watertoys has been an innovator of unique, interactive aquatic playgrounds and spray parks since 1986, providing water play for hotels and resorts, municipal parks and recreation facilities, housing complexes, YMCAs, YWCAs, campgrounds, zoos, military bases, waterparks and amusement parks.

Empex continues to grow at an international level and in recent years opened a new design office to better serve the industry, while continuing to improve its manufacturing. Designing and manufacturing strictly from composite, speciality plastics and limited metal components, which are much lighter than steel, Empex products are easily installed without embedded anchors or complicated foundations. They also utilise non-ferrous materials that allow for minimal maintenance and a lifetime corrosion warranty.

Looking ahead, with more than 450 products and so much already under the company’s belt, new, exciting additions to its product portfolio in the future will continue to push Empex’s international presence forward.

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Ferrari World Abu Dhabi is managed and operated by Farah Experiences, which also operates Yas Waterworld, the world's first and only Emirati-themed waterpark;

Warner Bros. World Abu Dhabi, the world's largest indoor theme park; and CLYMB Abu Dhabi, the UAE's ultimate adventure hub.

Ferrari World Abu Dhabi caters to local and international guests by offering a wide variety of rides, hosting seasonal celebrations and events tailored to different cultures and traditions, ensuring its dining outlets serve a wide range of cuisines to suit all dietary needs and providing great shopping experiences. As well as this, the park offers all the latest Ferrari-branded fashion and memorabilia. Only here can guests find the largest Ferrari-branded store in the world.

Abu Dhabi, UAE



Ferrari World Abu Dhabi is home to a host of quality family rides such as those found in the Family Zone, which was launched in 2020, as well as record-breaking and thrilling roller coasters, which include Formula Rossa, Flying Aces, Turbo Track and Fiorano GT Challenge. And another coaster is on the way, with Mission Ferrari, from Dyanmic Attractions, set to open sometime during 2021. The park also provides a mix of interactive attractions and simulators that bring a world of thrills to Yas Island's blend of unique offerings.

The Family Zone area is dedicated to creating unique

experiences and even more thrills for younger guests, adding to the theme park's wide variety of rides and attractions for guests of all ages. At this unique zone, younger guests can challenge themselves by going on four miniature versions of the park's record-breaking rides. Last year, the theme park also launched two, first-of-their-kind experiences on Yas Island – the Ferrari World Abu Dhabi Roof Walk and Zip Line. Also, in collaboration with the Ferrari Museum in Maranello, Galleria Ferrari staged a Hypercars exhibition dedicated to all the Ferraris that hailed landmark advances in the brand's technological evolution.

Ferrari World Abu Dhabi

Putting the guest experience at the heart of everything they do and making it a priority to continuously elevate the offerings they deliver for both residents and tourists in the UAE, while the target audience at Ferrari World is both local and international guests, with travel restrictions in place due to the ongoing global pandemic, the park has been enjoying a lot of attention from local guests.

With COVID now a key concern for all industries, Ferrari World Abu Dhabi has worked alongside the relevant authorities to implement stringent precautionary measures throughout the park, including mandatory online booking to ensure that the limited capacity is adhered to, wearing face masks at all times, thermal screening cameras,

safe distance markers at all rides and outlets, modified ride capacity as well as modified dining and shopping experiences. As a result, Ferrari World Abu Dhabi was awarded the “Go Safe” certification by the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi). The programme aims to enforce global standards for safety and cleanliness across all tourism and retail establishments in the emirate of Abu Dhabi.

When it comes to food and beverage offerings, the park has a variety of dining options for guests. Visitors can dine like champions at Mamma Rossella, an open-air trattoria named in honour of the real Mamma Rossella in Maranello, Italy, which is known for its wide range of

PARK LIFE

fresh pastas and pizzas. There is also the Espresso Rosso, a cosmopolitan café that mimics an authentic Italian coffee bar, Officers' Food Quarter to satisfy guests' craving for a great hamburger and fries, and Il Podio for a delectable array of Asian inspired cuisine.

Open all year round, the park hosts numerous seasonal events such as the Winterfest, The Roller Coaster Rally, Chinese New Year, Eid Celebrations and the Festival of Lights, providing guests with world class entertainment whenever they visit. As well as this, there has been a Family Zone festival, which included two weeks of fun and adventures for guests, while most recently a new Roof Walk at Night experience was introduced at the park.

These additions come as part of the venue's commitment to adding new offerings that complement its Ferrari-inspired adventure. The theme park is also home to various programmes and initiatives including a selection of personalised birthday packages and a Coaster Lab experience for students to learn the science behind building a roller coaster.

With a Tripadvisor rating of 4/5 in 2021 and ranked number four for things to do in Abu Dhabi on its website, the park's team strives to create the best guest experience for every champion, big or small, and has won several awards since opening in 2010, including the World Travel Award's Middle East Leading Tourist Attraction, Middle East's Best Theme Park and even Tripadvisor's Certificate of Excellence, numerous times. These accolades are testament to the park's hard-working teams and the quality and variety of attractions offered; the most recent accolade was World's Leading Theme Park at the 2020 World Travel Awards.



At a glance

Opened 2010

Over 43 rides and attractions

Operated by Farah Experiences

5 zones

4/5 Tripadvisor rating

Awarded World's Leading Theme Park at 2020 World Travel Awards

Awarded Go Safe certification by the Department of Culture and Tourism – Abu Dhabi

Suppliers include Intamin, Maurer Söhne, Zamperla and Oceaneering Entertainment Systems

www.ferrariworldabudhabi.com

Duncan Phillips



Duncan Phillips leads VIP guests around the dodgem track at 360 Play Basildon at the official opening event of the venue

Duncan Phillips, DP Leisure/DP Associates and chairman, British Association of Leisure Parks, Piers and Attractions (BALPPA)

InterPark: When did you first become involved in the park/attractions industry and in what capacity?

Duncan Phillips: In 1986 BALPPA members visited our family's theme park Gulliver's Kingdom in Matlock as part of the association's summer conference. I would have been about 13 at the time and helped out waiting on tables and serving the members. And here we are over 30 years later and I'm now BALPPA chairman serving the whole industry! BALPPA was always about coming together and sharing information and best practice and fundamentally that is what it's about today for me; we are still sharing. The ways we share will change but fundamentally it's the same. I spent my early career building the Gulliver's parks and then ventured out in 2009 to set up DP Associates and DP Leisure to create hybrid leisure attractions in the form of 360 Play – basically half theme park and half leisure attraction.

IP: When did you first join BALPPA's Management Committee and what specific areas have you been involved in for the association?

DP: I joined the Management Committee in 2009 and have been involved in various areas, including the political lobbying sub-committee, the planning and development committee and I am still on the governance committee.

IP: Do you have any particular goals you would like to achieve during your tenure as BALPPA Chairman or that you would like to see BALPPA as an organisation achieve?

DP: Yes. Pre-COVID there were certain ambitions as chair but post-COVID these will have to adapt. We've all had to adapt as a result of COVID. My personal goals, pre the pandemic, encompassed broadening the membership beyond simply owners and senior leaders to encourage leisure professionals at all levels to become engaged in BALPPA. I'd

like to encourage management professionals from across the operations, from food and beverage to attractions and marketing, to be active members in our association. The industry finds itself in a much more corporate world nowadays, so we need to talk to future leaders within these organisations and help with their professional development.

Due to the pandemic and the last 18 months for all of us, BALPPA has had to adapt very quickly to meet the needs of the sector through the crisis. This has resulted in some changes in how we do things and has prioritised lobbying critical needs for our sector in government. BALPPA is still running regular crisis management meetings with government and this will continue throughout my time as chair as we manage the "long COVID" damage to our businesses. BALPPA has also adapted and developed the ways we bring members together online and moved rapidly to digital content.

But despite the unprecedented challenges BALPPA has had to face throughout the pandemic my goal of broadening the membership base still holds central to my time as chair. We should be able to use the new ways of communicating to actually make it easier for a greater inclusion in our association from line managers, trainee managers, right up to senior leaders and owners.

IP: What do you feel are the key benefits BALPPA can offer its members, both operators and trade members?

DP: Looking at the pandemic, BALPPA has been in there fighting daily to put forward the big issues facing members. We have seen that government only wants to talk to trade bodies to find out what impacts are occurring and the association has played a major role in this area.

A great example of this work is the Code of Safe Practice for reopening which was compiled by BALPPA for the Department for Digital, Culture, Media and Sport (DCMS) and Public Health England (PHE). We were one voice that the government could work with. As a result we have seen exactly the value of a trade body representing the interests of the sector and its members.

Away from COVID, BALPPA is still the place where the industry comes together to share best practice and other information.

IP: How effective do you feel BALPPA's lobbying activities are?

DP: We've changed the way we lobby. We've had literally hundreds of meetings with the DCMS, PHE, public officials and others during the pandemic. Where we would normally meet with the DCMS once a year, since June last year we have had weekly meetings. We have also developed more direct routes into cabinet via our relationships with UK Hospitality (UKH), direct links with the DCMS COVID team and even links into Public Health England. As a trade body I feel we have been very successful working with government to best support our industry in a time of crisis.

Phillips pictured with the Mayor of Farnborough at the opening of 360 Play Farnborough in 2017





Phillips enjoys a social event at Alton Towers during the 2017 BALPPA Summer Conference with BALPPA colleagues Nick Thompson (left), Blackpool Pleasure Beach, and Phil Pickersgill, Innovative Leisure

IP: How has BALPPA been assisting members during the pandemic?

DP: Like many organisations, BALPPA has had to transform into a digital world offering access to best practice digitally rather than being face to face. We've held regular direct member video calls on specific areas to pass out information from government and to pull in areas members needed assistance on, such as insurance and unpicking the furlough scheme in the early days of the crisis. BALPPA has almost played an HR role for the industry. Our traditional programmes of meetings and events has been replaced with webinars and sector specific meetings of key topics and with key groups across the sector in the digital world.

Key areas of success for members have included getting the furlough system working for our sector, working with government to get insurance claims fairly paid out to members, reduced VAT levels, reduced business rates and getting the grants system working for the sector and distributed from local authorities.

BALPPA also played a key role in keeping our industry together. Less defined than pure information distribution on government policy, the friendship and support needs many members have had from sharing issues and seeing we are all facing the same daily challenges of navigating this pandemic has had a hidden benefit often hard to quantify but invaluable to senior leaders at a time of stress.

In my view BALPPA has come up with the goods 100 per cent during the pandemic and we must keep developing and nurturing routes into government.

IP: How has the pandemic impacted on the UK attractions industry as a whole since it first hit?

DP: The impact to date has been monumental. We have never seen the impact of a forced closure for the entire industry before. But the lost income and cost to date is not the whole story here. We will only see the full impact of this in a couple of years. Members and the sector have taken on huge lines of debt

and government loans and we just don't know yet how that extra burden will impact on our industry. Customer behaviour has changed in many areas through the pandemic and we all know it will not just go back directly to how things were before COVID, so we will have to wait to see what impacts these aspects will have, both positive and negative.

IP: As an operator of seven 360 Play indoor play/family entertainment centres your venues will have been among the last to reopen following closure due to the COVID-19 lockdowns. How have you dealt with this lengthy period of non-operation and how has this impacted on the indoor entertainment sector overall?

DP: Personally, I've taken a lot of strength from BALPPA along with my senior staff; we have been able to share the worries we've had with fellow members large and small. The almost daily engagement with BALPPA has helped hugely, as has the fact that we are all in the same boat. We've held weekly calls for indoor leisure operators, for example, and there have been many other regular opportunities for members to come together or learn digitally and to stay involved.

At 360 play we've used BALPPA and IAAPA to engage and inspire our teams through the lockdowns in some of the webinars that have been held and we've put staff into digital educational events held by IAAPA.

Through the first lockdown using guidance from BALPPA we got our teams thinking about how we could operate safely in a pandemic; it gave them goals, such as how to work out capacity numbers, how to sanitise correctly and how to run indoor soft play in a pandemic! And how to run our 360 Street active play areas which include numerous props and touch points.

Each lockdown we have turned to our industry bodies to inspire and motivate our teams on how to survive and adapt.

IP: Prior to COVID-19, what would you say were some of the key trends being seen in the UK attractions industry and in the wider European industry too?

DP: One clear trend prior to COVID was more and more locations becoming resorts and not just day out venues. Both large and smaller venues were adding

accommodation as a major part of their operation. They have gone from a day visit to an overnight experience and I think this will increase quicker post-COVID.

There was also growth in the FEC sector – the two to three hour dwell time attractions globally and those with different concepts used in different ways for a two to three hour experience. And we are now watching the role of destination leisure in retail and how this will develop. It was developing pre-COVID but COVID has put an accelerator on it.

IP: How do you see BALPPA developing in the coming years?

DP: By being able to support the needs of all levels of leisure professionals working in the industry and not just the needs of owners and senior managers. As I have mentioned, ultimately we need to increase the membership numbers to thrive so we need to see more involvement from those who actually do the day to day things in each department and allow them to meet with company representatives/trade members, attend events, visit other parks, etc.

Personally speaking

Not a lot of people know this but I am very good at ... cooking

The most interesting place I've ever been to is ... the tiny school building next to the Basílica de la Sagrada Família in Barcelona that was built for the children of the construction workers. It's a fabulous simple building showing how simple functional design can also be beautiful.

Family aside, the prized possession I value above all others is ... the drawing board I've had since I was at university

My favourite film is ... the original *Home Alone* which I watch with my sons every Christmas without fail

When I'm not working I like to ... spend time with my family visiting attractions and taking days out

My favourite musician/band is ... Lionel Ritchie

If I could invite a celebrity to dinner it would be ... Kevin McCloud

My unfulfilled ambition is ... to be a Disney imagineer

I really dislike ... cucumber



Continuing his series of articles on the attractions industry, International Theme Park Services (ITPS) founder and CEO Dennis Spiegel discusses the return of guests to parks in 2021 and the issues that continue to impact attendance numbers

AS we move towards the peak of our 2021 season, it appears we are a long way from being “out of the woods.” This relates to knowing and projecting the outcome for the current season, both domestically and internationally.

The 2021 season took off like a shot out of a gun in the US. The anticipated pent-up demand was in full force and it was as if people were lined up in sprinter’s running blocks waiting for the starter’s pistol to signal the beginning of the race. Once the shot was fired, people began heading back to attractions and theme parks at record speeds.

The operators’ anticipation of their guests’ return was building and had been in planning and preparation stages beginning late winter. However, not all parks were able to open in the spring due to state-by-state mandated issues in the US; nevertheless, strong opening preparation was well underway.

What actually occurred was, as parks began their recruiting and hiring practices, it became very quickly apparent that the required labour force to start operations was not going to be available. Parks began experiencing exactly what restaurants had been running into –severe labour shortages. Parks around the US began to experience and continue to experience labour shortages, which made operators take early and drastic operating tactical decisions.

Parks began cutting hours of operation on both daily and weekend operations. Some parks were forced to cut days of operations (no employees). Most parks operate seven days a week during late spring and summer sessions. This year was the anomaly.

To be in this state of operation at mid-July is a true incongruity. Now, add to this another situation developing



– the in-park unruliness and skirmishes that have occurred and been publicised in the media – and it adds another weight to the scale. It became in some markets a quasi-deterrent to families to come out to a park. Unusual, yes, but it is happening and operators in certain markets have indicated it is a problem added to 2021.

Here in the States as in Europe, the Delta variant of COVID-19 is spreading at a rapid pace and is responsible for 56 per cent of new cases in the US. The fear with the Delta variant spread is that it has infected people who have already been vaccinated. It can be a super spreader of sorts as it mutates, particularly in countries where vaccinations are extremely low or non-existent. In Europe, as the variant continues to spread, France and Greece have taken the position that all health care workers must vaccinate. It is no longer an option.

Back “to the woods” in the United States, weather has been a recent obstacle during July. We are experiencing some of the most extreme, hot weather that has been recorded in the north west, to absurd temperatures for prolonged periods in the south west. Death Valley in south eastern California hit 64 degrees Celsius! Hot in the west and extremely rainy in the east. The east coast has had large amounts of rain during the same period of heat in the west. Both have had uncontrollable impacts on the leisure business.

Another current example of a “bellwether” indicator of concern is that Disney just issued special discount pricing to both California and Florida residents. These are special discounts that drop the price of a daily ticket when purchasing a 3- or 4-day ticket. These state resident discount ticket programmes are not being offered because Disney is being generous; it’s because they need to build attendance fast from the local markets to offset uncontrollable impacts. A true sign of some peak season softness.

At the time of writing, attendance forecasts are running at about 70 per cent of 2019 numbers. Operators are trying to get back to pre-2019 levels, but these uncontrollable factors keep occurring. To counter some of these issues, many operators in the US have already begun promoting holiday programmes. Halloween and Christmas can be “make or break” for park operators.

To achieve desired 2021 results, we need a slow-down in the Delta variant spread, good weather during the fall and early winter periods and hopefully, enough workforce to staff the operations during these busy periods. I’m not a doomsayer, but... we are not out of the woods yet as it relates to the 2021 season. A lot of issues are still on the table.

If all things could be somewhat normal, our guests will return just as they did when the early season floodgates opened. We just need to be safe, secure and service them properly, all things we have consistently done for decades. Hang on a little longer, but we are not “out of the woods” yet.



Dennis Spiegel is founder and CEO of International Theme Park Services (ITPS), based in Cincinnati, Ohio, USA. A past chairman of the International Association of Amusement Parks and Attractions (IAAPA), he has over 50 years’ experience in the theme park and leisure industry. Since its inception in 1983 ITPS has worked on over 500 projects in 50 countries and is uniquely qualified to assist in all aspects of entertainment project development.
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World news round-up ...

NORWAY Hunderfossen Family Park in Norway has partnered with UK company Attractions.io to launch a new guest facing mobile app to add further to the guest experience at the park. The new app will create a connected experience for guests, who can access interactive maps, activity schedules and real-time messaging directly from their mobile device. Behind the scenes, going digital has also presented a new opportunity to influence guests while they are on-site, a challenge familiar to most amusement parks. By sharing targeted content, push notifications and personalised offers to guests, Hunderfossen can encourage increased spending, repeat custom and more.

UK Ticketing, Epos and booking supplier TOR Systems has appointed software developer Gabriel Leatham to head up its fast-growing development team. Sarah Bagg, TOR's business development manager, said: "Having someone with this level of experience will bring huge benefits to the company, its development and our customers." The role consists of creating innovative software programmes to allow tourism and leisure clients to set up tickets and events. This enables their customers to purchase tickets, membership, retail or gift vouchers, integrating TOR software with payment providers and other technology for a seamless experience. Leatham's appointment illustrates the on-going growth of the company, whose customers include the National Memorial Arboretum, the British Museum, the Imperial War Museum, the Royal Pavilion and Bewilderwood.

ARGENTINA The Sacoa Cashless System has been deployed at 27 facilities during the first half of 2021, the company has reported. Global restrictions due to the pandemic meant a greater challenge for these projects since much of the work had to be carried out remotely but the situation made for a significant reduction in installation costs for customers, Sacoa reports.

"2021 seems to be a year of readjustment with signs of reactivation in the entertainment industry, compared to 2020 when COVID expanded globally," said Pol Mochkovsky, Sacoa International CEO. "We noticed an important recovery in several regions, mainly where vaccination plans are progressing at a strong pace." The company's latest solutions have been installed in countries such as the USA, Canada, Australia, Spain, Colombia, South Africa, Kuwait, Egypt, Yemen and Argentina.

US The Lego Movie World has officially opened at Legoland California Resort, which celebrated the occasion with streamers, sparklers, entertainers and more. The new world, which is the largest addition in the park's history, is based on the blockbuster films *The Lego Movie* and *The Lego Movie 2: The Second Part*. With iconic guests and unique experiences, the new world places visitors onto the streets of Bricksburg and immerses them into the Lego movie universe. The area features six interactive attractions, including Emmet's Flying Adventure Ride where guests are surrounded by a full-dome virtual screen and feel the sensation of flying over memorable Lego lands.

CANADA Connect&Go has launched the MPX immersive and interactive wristband for attractions. Using vibration and LED lights and controlled via Bluetooth, the MPX is water resistance and has a battery life lasting over two days. Utilising advanced technology it creates what the company describes as "a memorable immersive experience, a live interaction with visitors, in addition to simplifying all operations, both at customer level and for operators." Available for rental and sale, the MPX wristband can be offered to all park visitors or provided as a premium offer, providing a new income generator for attractions. Features include contactless access control, facilitating secure cashless purchases, push notifications and the triggering of events based on customer location.

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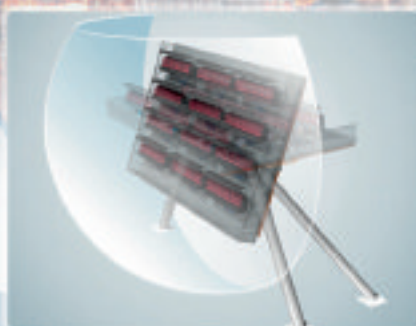
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